

Amy Lujan

Senior Graphic Designer

AmyLujan.com
940-255-7823
amylujandesign@gmail.com
linkedin.com/in/amy-lujan

Professional Summary

Senior graphic designer with 8+ years of experience turning complex ideas into clear, purposeful visual communication. I specialize in brand systems, corporate communication, sales enablement, marketing, and information design, with experience developing visual solutions across print, digital, motion, and learning content.

Professional Experience

Energy Worldnet | Creative Designer III

Jun 2018 – Present / Remote

- **Led the development and ongoing management** of the company's official brand standards, creating templates and design systems used across the organization.
- **Translated business strategy**, performance, and key metrics into visual communications for executive and Board of Directors materials.
- **Partnered with Sales** to develop value propositions, account reviews, and company-wide sales enablement materials.
- **Leading research and development** of a company-wide framework for integrating brand standards into AI models and tools.
- **Implemented Brandfolder** (DAMS), organizing and maintaining 80,000+ creative assets while improving workflow and licensing compliance.
- **Designed technical illustrations**, animations, and learning assets for training programs used by thousands of learners.
- **Created visual identities** and supporting assets for company initiatives, including TRACER and award-winning podcast Coffee with Jim & James.
- **Collaborated with marketing** and cross-functional teams on campaigns, trade shows, print collateral, and digital assets.

Skills

Design:

Layout
Typography
Illustration
Motion Graphics
Video Editing
Print Production

Strategy & Communication:

Brand Identity & Systems
Corporate Communications
Sales Enablement
Information Design
Marketing Collateral
Data Visualization
Art Direction

Tools:

Adobe Creative Suite
Microsoft Office
Canva
AI & Emerging Tools

Certifications

Adobe Certified
Professional in Graphic
Design & Illustration
2024