

AMY LEE

CONTACT

amymcleanlee@gmail.com
904-504-8536
LinkedIn
Portfolio

EDUCATION

**University of
North Florida**

Bachelor of Art
Graphic Art + Advertising

TECHNICAL SKILLS

- WordPress
- HTML & CSS
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Search Engine Optimization (SEO)
- Website Content Management
- Graphic Design & Branding
- Social Media Management
- Content Writing & Editing
- Client Relations
- Customer Support
- Apple/macOS
- Microsoft Office

PROFESSIONAL SUMMARY

Creative and detail-oriented Web and Print Designer with nearly 30 years of experience developing engaging digital and print communications. Skilled in WordPress website design and maintenance, content creation, SEO best practices, branding, graphic design, and client relationship management. Recognized for translating client goals into effective visual and digital solutions while providing exceptional customer support and training. Strong background in education has enhanced communication, organization, and problem-solving skills.

PROFESSIONAL EXPERIENCE

ART DIRECTOR

2015 - PRESENT

WARD DESIGN GROUP | ST AUGUSTINE FL

- Partner with clients to develop websites and digital marketing strategies that align with business goals.
- Design, build, update, and maintain WordPress websites, ensuring functionality, usability and performance.
- Create website content, graphics, and marketing materials that strengthen brand identity and user engagement.
- Optimize websites for search engines using SEO best practices and web-compliant content.
- Manage social media accounts by creating content, scheduling posts, and maintaining consistent brand messaging.
- Monitor website performance, troubleshoot issues, and implement new technologies and improvements.
- Provide responsive customer support and develop easy-to-follow tutorials that empower clients to manage routine website updates independently.

SPECIAL EDUCATION TEACHER

2003 - 2008

DUVAL COUNTY PUBLIC SCHOOLS | JACKSONVILLE FL

- Developed and implemented Individualized Education Programs (IEPs) for students with diverse learning, emotional, and physical needs.
- Adapted curriculum and instructional strategies to maximize student success across literacy, math, communication, life skills, and art.
- Collaborated with families and multidisciplinary teams to monitor student progress and achieve educational goals.
- Designed classroom materials, page layouts, and promotional communications, utilizing graphic design skills to support educational initiatives.

ADVERTISING GRAPHIC ARTIST

1998 - 2003

WATER'S EDGE MAGAZINE | JACKSONVILLE FL

- Designed advertisements, logos, brochures, business cards, presentations, and other print and digital marketing materials.
- Coordinated monthly advertising production schedules while consistently meeting publication deadlines.
- Prepared files for professional print production and web publication.
- Worked closely with clients to create visually compelling marketing materials that met business objectives.