



AMBER L. COX

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EXPERIENCE

GAP INC | SAN FRANCISCO, CA
Assistant Art Director, 06/2019 – 07/2023
Web Designer, 08/2014 – 06/2019

Responsible for designers workflow which includes: weekly assignments, project managing, representing and advocating for the team.

Created in-season concepts and campaigns with the editorial and marketing teams.

Provided art direction to the photo team and worked on set with the photo AD.

Provided creative feedback that consistently elevated look and feel of the brand.

Led creative reviews with global leadership.

Designed omni-channel digital experiences for the site, mobile app, emails, and social media.

Mentored new hire designers and freelancers.

VEHICLE SF | SAN FRANCISCO, CA
Graphic Designer, 04/2013 – 07/2014

Designed brand identities and logos.

Worked on digital and print projects for existing clients.

Clients include: Adidas, Ariat, Garden Creamery, Jackie Joyner Kersee, Keen, Nike, and Specialized.

TEA COLLECTION | SAN FRANCISCO, CA
Graphic Designer, 01/2012 – 03/2013
Graphic Design Intern, 05/2011 – 01/2012

Designed experiences for the site, email, social, and marketing banner ads.

Worked cross-functionally and fast-paced to deliver assets with short turn arounds.

SPUTNIK STUDIO | SAN FRANCISCO, CA
Student Designer, 09/2011 – 12/2011

Designed collateral for events at California College of the Arts.

DE YOUNG MUSEUM | SAN FRANCISCO, CA
Membership Service Assistant, 03/2010 – 12/2009

ABOUT

Expert eye for color balance, curator of emotional crops, lover of typography, friend of whitespace and scale. Minimalist at heart, maximalist when needed. Believer of less is more, and that beauty is in the details. And always notices the details.

SKILLS

Art Direction
Graphic Design
Digital/Web Design
Social Media Design
Prototyping
Branding/Identity
Photo Curation
Product Photography
Team Leader
Team Mentor
Project Management

Figma
Adobe Creative Cloud
HTML + CSS

EDUCATION

CALIFORNIA COLLEGE OF THE ARTS | SAN FRANCISCO, CA
08/2009 – 12/2012: BFA in Graphic Design

CITY COLLEGE OF SAN FRANCISCO | SAN FRANCISCO, CA
08/2005 – 05/2006: Graphic Design Courses

ACHIEVEMENTS

Promoted to managing designer/assistant art director at Gap
Promoted from intern to designer at Tea Collection
Adobe Design Achievement Awards Semifinalist
Chosen for CCA's competitive in-house design studio

FREELANCE

PlayStation: Identity for Devotion Campaign
Less Stress Services: Identity
Going Analog Show & Podcast: Identity
Nail Market Place: Website & Identity
Porche Charities: Identity