





Amy Mills

Creative Director / Art Director / Design Leader

I provide Global Creative Direction, Art Direction, and Design while also leveraging my influence as an Industry Mentor and Coach. I am widely acknowledged for my proficiency in crafting clean and clever designs, embodying sincere and empathetic leadership, and maintaining unwavering reliability. My skill set spans UI/UX design, branding, photo and video art direction, advertising, integrated campaigns, and much more across industries including healthcare, technology, retail, and fashion. I take pride in consistently delivering exceptional creative outcomes and fostering seamless collaborations while inspiring the next generation of creative professionals.

Contact

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Education

BACHELOR OF FINE ARTS DEGREE

Major : Visual Communication Design
College of Visual Arts
Saint Paul, MN

Skills

Speaking / Presentations
Design Team Coordination
Design Sales / Client Relations
Branding / Corporate Identities
Art Direction in Design, Photography, Video
Creative Concepting and Strategy
Product Design / User Interface Design

Experience

CREATIVE DIRECTOR

Astound Commerce / MarketForce Agency : *February 2020 - July 2023*

Former Head of the North America Experience UI and UX Design teams as part of Astound Commerce's Global Design practice.

- Sold, designed, and orchestrated six to seven-figure DTC and B2B projects.
- Drove design sales through persuasive pitches, precise estimating, sprint planning, and resource allocation.
- Provided the trusted voice of design leadership, fostering successful client relationships and executing seamless, efficient projects.
- Championed healthy work settings based on constructive transparency, respect, empowerment, reliability, and appreciation.

Notable brands included: Aéropostale, Pendleton, Eddie Bauer, Breville, John Varvatos
(Formerly MarketForce Agency, acquired in January of 2021)

CREATIVE / ASSOCIATE CREATIVE DIRECTOR

Periscope : *August 2016 - March 2019*

Lead Creative, Art Director, Designer on the largest accounts at the agency, UnitedHealthcare and UnitedHealth Group.

- Conceptualized, executed, presented, and managed the development of a large range of design solutions for several healthcare initiatives.
- Designed national digital and print campaigns driving brand visibility, ease of understanding, and customer engagement.
- Directed six-figure photo shoots as well as video and motion graphics films, provided illustrated storyboards and final art storyboards.
- Designed environments for large corporate interiors, transforming spaces into immersive brand experiences.
- Created B2B and B2C product designs that boosted conversion and retention.

Notable brands included: UnitedHealthcare, UnitedHealth Group, Optum, Fitbit

CREATIVE DIRECTOR / ART DIRECTOR

Amy Mills Design : *August 2013 - July 2016*

Independent Design, Art Direction, and Creative Direction for national brands and agencies.

- Designed and led creative direction across channels including branding, websites, packaging, environmental, email, and digital/social communications.
- Designed and presented concepts and layouts to clients with personable, engaging, story-telling depth.
- Built and retained sincere, client-centric relationships to become a reliable creative resource for the continuing needs of the brands and agency partners.

Notable brands included: Target, Disney, Mattel, Microsoft, Best Buy, Kodak, Logitech

ART DIRECTOR

OLSON : *April 2012 - July 2013*

Lead Art Director, Designer on one of the largest accounts at the agency, Luxottica.

- Directed multi-channel loyalty and ecommerce marketing campaigns across media including website, social, environmental, direct mail, and email.
- Provided best practice email and responsive mobile email solutions expertise.
- Collaborated with writers, designers and production artists to streamline work account project flows and processes.

Notable brands included: LensCrafters, Target Optical, Pearle Vision, KraftMaid, Amtrak