Amy Srnka

Visual & Digital Designer | Brand, Web & UI

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SUMMARY

Visual and digital designer with 10+ years across editorial, web, brand, and e-commerce design. Creates user-focused digital experiences with strong typography, visual hierarchy, and responsive layouts. Combines a retail marketing background with a Google UX Design Professional Certificate and skills in Figma, user flows, prototyping, accessibility, and usability testing.

SKILLS

Figma, FigJam, responsive web design, UI design, user flows, information architecture, wireframing, prototyping, accessibility, usability testing, typography, grid systems, brand identity, Adobe InDesign, Photoshop, Illustrator, WordPress, Squarespace, Wix, Framer, Base44, AI-assisted design workflows

EXPERIENCE

Kroops Eyewear | Freelance Visual & Graphic Designer | Oct 2026 - Present

- Create retail-focused print and digital advertising for an eyewear brand, featuring seasonal promotions, product imagery, and magazine campaigns.
- Collaborate with brand leadership on product marketing and creative direction for campaigns across print, social media, and digital retail channels.

Nooma Wellness Center | Web & Visual Designer | 2026

- Reorganized five wellness services into four clearer care paths, simplifying site navigation and helping users understand treatment options before booking.
- Created a calm, responsive visual system with stronger typography, spacing, imagery, and page hierarchy across service pages to improve readability and brand consistency.

Ivy Lane Aesthetics | Web & Visual Designer | 2019-2022, Rehired 2026

- Rehired in 2026 to modernize the brand's digital presence, creating a lighter visual direction and a more cohesive responsive experience across services, membership, reviews, and booking.
- Restructured 20+ treatments into four service categories and made booking actions more prominent throughout the site, reducing content complexity and clarifying the appointment path.

National Horseman Publishing | Graphic Designer | Jan 2023 - Mar 2025

- Led editorial design for two magazines, creating consistent grid systems and visual hierarchy across 24+ issues per year, each 200-600+ pages.
- Structured dense, multi-source content into scannable layouts, collaborating with editors and sales on hierarchy, priorities, and deadlines.

Printshop Studio | Owner & Designer | E-commerce | Mar 2015 - Mar 2019

- Built and managed an e-commerce storefront with 15,000+ sales and 1,200+ original printable and custom products.

SELECTED DIGITAL & UX/UI WORK

GiveKind | Youth Donation Platform | Google UX Case Study

- Designed a mobile-first donation experience with responsive web screens, simplifying multi-item entry, local charity matching, and one consolidated drop-off plan.

Clarity | Personal Finance App | Self-Initiated Case Study

- Three user interviews shaped onboarding, transfer, debt, and savings flows; four prototype tests led to two revisions, including clearer monthly-payment guidance and a debt payoff calculator.

WornWell | Wardrobe Mobile App | Self-Initiated Case Study

- Three user interviews focused the concept on closet visibility, fit previews, and faster outfit decisions; two rounds of five usability tests drove clearer labels and a stronger upload CTA in the 13-screen Figma prototype.

EDUCATION

Google UX Design Professional Certificate | Google / Coursera | Oct 2026

MFA, Graphic Design | Academy of Art University | 2021

B.S., Retail Marketing and Management | University of Wisconsin-Stout | 2007

Award for Design Excellence | Academy of Art University Winter Show | 2021