

Amanda R. Barker

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Professional Skills & Abilities

Product design, illustration, and art direction

Working with AAA licensors such as DC Comics, Warner Brothers, Marvel, Sony, Squanch Games, and Capcom

Designing for, growing, and supporting new brands / IP

Proficient in Photoshop drawing, editing, and painting

Convention travel and booth experience

Confident on camera and in interviews

Significant customer service skills

Social media marketing

Experience

CRYPTOZOIC ENTERTAINMENT | PRODUCT MANAGER | OCTOBER 2020 – PRESENT

- In addition to previous responsibilities:
 - Pitching and development of new lines and licenses to further the department
- Trading Card product management in addition to Collectibles product management (February 2021)
- **Learned:** In depth experience of the trading card production process and industry

CRYPTOZOIC ENTERTAINMENT | ASSOCIATE PRODUCT MANAGER | OCTOBER 2018 – OCTOBER 2020

- In addition to previous responsibilities:
 - Product Design: Feedback on department direction, concept art illustration and art direction
 - Product Development: Preparing and revising concepts for licensor approval, cooperation with AAA licensors, creating color callouts and providing revision notes for factory, working with designers on packaging
- **Learned:** In depth experience of the collectible production process and industry

CRYPTOZOIC ENTERTAINMENT | PRODUCT DEVELOPMENT ASSISTANT | MARCH 2018 – OCTOBER 2018

- Product Design: Assisting in completion of concept art and variant creation
- Marketing: Editing and providing product images, creating marketing campaigns, maintaining relationships with reviewers, creating content for social media and company website, travel to conventions, participating in interviews, scheduling guests, promoting the event, serving at retail counter.
- **Learned:** In depth knowledge of the collectible production process and industry

CRYPTOZOIC ENTERTAINMENT | MARKETING COODINATOR | JANUARY 2018 – MARCH 2018

- Identifying, planning, and implementing marketing and social media goals
- Creating visual marketing materials such as banners, ads, and beauty shots
- **Learned:** Teamwork in a corporate setting, marketing for games

FREELANCE ILLUSTRATOR | JULY 2015- PRESENT

- Short story comic illustration
- Concept/Pitch art for film
- Provided client with thumbnails, collaborated on design
- **Learned:** Collaboration with client, design, online communication, self-promotion, online transactions

Education

LAGUNA COLLEGE OF ART AND DESIGN | 2013- 2017

- **Major:** Illustration with an Emphasis in Entertainment
- **Relevant Coursework:** Visual Storytelling, Character Design 1 and 2, Photoshop, Illustrator, Digital Painting for Illustration, Comic Book/ Graphic Novel Illustration, Storyboarding for Entertainment
- **Awards:** Graduated Magna Cum Laude, 2nd place in Illustration in the 2017 Student Juried Art Exhibition at LCAD