

Amy (Miller) Nitta

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Professional Profile

Visionary creative leader with proven expertise in brand strategy, creative direction, and team leadership, building high-performing teams that deliver measurable results across B2C and institutional markets.

Strategic brand architect known for translating institutional goals into compelling, omnichannel creative to drive enrollment, awareness, and audience engagement. Collaborative leader, building and mentoring multidisciplinary creative teams, fostering a culture of innovation, accountability, and craft that consistently elevates brand standards. Proven results-driver with a track record of generating 31%+ application increases, double-digit brand awareness gains, and sustained engagement across digital and experiential platforms. Versatile creative director fluent across brand identity, content strategy, photography, video, and digital production, adaptable to high-growth consumer brands and complex institutional environments alike.

Areas of Expertise

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| <ul style="list-style-type: none">• Brand Strategy & Brand Management• Content Strategy Development• Design systems & product storytelling | <ul style="list-style-type: none">• Creative operations and resource planning• Talent acquisition & development• Agency & Production partner management | <ul style="list-style-type: none">• Executive stakeholder communication and presentation• Creative governance & quality assurance• AI & Emerging Technology |
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Career Experience

University of Denver Denver, CO Director of Creative & Brand Management (August 2023 – June 2026) Interim Associate Vice Chancellor of Marketing (September 2024 – June 2025)	August 2023 – June 2026
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Direct creative vision and brand strategy for a nationally recognized research university, shaping institutional perception across local, regional, and national markets. Lead a team of nine creatives spanning design, multimedia, and photography while partnering with senior leadership to advance cohesive brand storytelling and experiential marketing initiatives. Oversee a \$5M budget, vendor relationships, and a comprehensive brand licensing and content library program. Integrate AI tools and emerging technologies to optimize production workflows and campaign performance.

- Orchestrated a full-scale brand storytelling refresh across digital, print, and experiential channels, yielding a 22% increase in brand engagement and a 30% lift in student applications within the first recruitment cycle.
- Spearheaded an omnichannel brand awareness campaign spanning light rail, transit, airport displays, billboards, digital ads, CTV, and social, generating a 12% year-over-year increase in brand awareness from Q4 2024 forward.
- Drove a 31% increase in total applications and a 29% rise in completed applications by leading a rapid redesign of 20+ recruitment pieces under a newly adopted messaging platform.
- Built cross-campus creative collaboration infrastructure, unifying design standards and brand compliance across departments while maintaining institutional flexibility.
- Established quality control frameworks and creative governance processes that elevated consistency and impact across all division-wide collateral.

Mindgrub Technologies Remote Associate Creative Director	February 2023 – July 2023
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Served as primary creative lead across a portfolio of 10+ clients, guiding cross-functional teams from concept through final delivery in a fast-paced agency environment. Directed photo and video productions across diverse industries while providing creative mentorship and performance coaching to the design team.

- Ensured creative excellence and brand consistency across standalone deliverables, integrated campaigns, and digital experiences for clients spanning multiple industries.
- Strategically matched creative leads and execution teams to project needs in partnership with department heads, optimizing output quality and client satisfaction.

Led cross-functional teams of designers, copywriters, and project managers in delivering employer brand campaigns with a focus on consistency, purpose, and equity. Served as primary client liaison, managing studio output, vendor relationships, and creative SOW alignment.

- Championed a culture of innovation and accountability, elevating team performance and strengthening client relationships through clear creative direction and proactive communication.
- Oversaw studio quoting, outsourced creative vendors, and quality control processes to maintain brand integrity across all deliverables.

University of Colorado Boulder | Boulder, CO
Campus Brand Identity Manager (Creative)

February 2020 – December 2021

Maintained brand integrity for CU Boulder across the four-campus CU system, providing strategic guidance and art direction to campus partners. Represented CU Boulder on the CU System Brand Team, facilitating cross-campus alignment with Denver, Anschutz, and Colorado Springs.

- Designed and facilitated brand training programs that strengthened campus-wide adoption of the "Be Boulder" visual identity and messaging platform.
- Founded and led the CU Boulder Design Group, cultivating a collaborative creative community and elevating design standards institution-wide.

University of Colorado Boulder | Boulder, CO
Art Director & Brand Manager

August 2013 – February 2020

Oversaw creative implementation of the "Be Boulder" messaging platform across all marketing and communications collateral. Led a team of three designers plus student staff, managing project scope, client relations, budgets, and brand compliance across print, digital, advertising, and social channels.

- Drove a 33% increase in applications in the first year of the new marketing platform; average year-over-year application growth of 20% followed; a platform still active 13+ years later.
- Led creative ideation sessions that shaped multiple direction concepts and informed the university's broader brand trajectory.

Additional Experience

Senior Designer, University of Colorado Boulder
Junior Designer, University of Colorado Boulder
Creative Consultant, AmyKMiller Design

Education

B.F.A. in Graphic Design | Colorado State University, Fort Collins, CO

Awards

CASE District VI Excellence in Graphic Design: Bronze (3), Silver (1), Gold (2) | CASE Nationals Circle of Excellence: Silver | UCDA Award of Excellence | HEAR People's Choice Award

Technical Proficiencies

Adobe Creative Suite (Photoshop, Illustrator, InDesign), Figma, Basecamp, Asana, Wrike, Monday.com, Google Suite, Microsoft Office Suite