

Amy Miller

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I'm a Creative Director driven by the power of storytelling and design to move people and shape perception. I believe great ideas live at the intersection of strategy and imagination—where purpose meets emotion. With a passion for crafting visually compelling narratives and guiding teams to push creative boundaries, I strive to create work that resonates deeply, inspires curiosity, and leaves a lasting impression.

EXPERIENCE

University of Denver

August 2023 - present

Director of Creative & Brand Management

Interim Associate Vice Chancellor of Marketing (Sept 2024 - June 2025)

Direct the creative vision and brand strategy for the University of Denver, shaping national and global perception of the institution. Lead multidisciplinary teams in developing scalable, high-impact creative across all platforms while partnering with leadership to craft unified storytelling and brand experiences. Establish systems and processes that empowered creativity, ensured consistency, and elevated the university's overall brand presence and influence.

- Managing the creative and brand management strategy and execution, ensuring the effectiveness of day-to-day activities within the visual team and multimedia teams I supervise. Increase in applications by 22% with new creative in market.
- Team leadership with hands-on strategic vision—shaping big ideas, advancing DU's brand ecosystem, and developing structures that foster collaboration, efficiency, and exceptional creative results.
- Directing the strategic roll out and continual optimization of the university's brand and visual identity system, overseeing the development of a comprehensive brand licensing program, branded content library, and experiential marketing initiatives to enhance institutional visibility, cohesion, and market impact. We have had a 10% YOY increase in brand awareness in all markets since Q4 of 2024.
- Lead and mentor design, multimedia, and photography teams, overseeing hiring, performance, and daily operations to drive creative excellence. Cultivate collaboration across campus creatives to implement a research-driven, integrated design approach that enhances brand consistency, elevates visual storytelling, and strengthens DU's reputation for best-in-class marketing and communications.
- Provide strategic guidance by monitoring industry trends, integration of AI in projects, production resources, and emerging technologies, while overseeing a \$5M budget and implementing robust quality control frameworks that ensure consistent campaign driven, high-impact, and division-wide creative collateral.

Mindgrub Technologies

February 2023 - July 2023 (contract)

Associate Creative Director

Served as the primary creative lead on key projects and client relationships, guiding cross-functional teams from concept to final delivery. Contributed ideas, developed concepts, provided constructive feedback, and, when needed, executed creative work hands-on.

- Ensured the creative excellence and consistency of all assets—across standalone deliverables, integrated campaigns, and digital experiences.
- Collaborated with department leads to strategically assign creative leads and execution teams based on project needs and client objectives.
- Directed photo and video shoots, providing high-level creative vision and on-set leadership across a wide range of clients and industries.
- Defined annual goals, lead performance reviews, and mentor creative team members to elevate their craft and drive professional growth.

TECHNICAL SKILLS

Figma
Adobe CC Suite:
Photoshop, Illustrator, InDesign
Basecamp
Asana
Wrike
Monday.com
Google suite
Microsoft Office Suite
Wix

PORTFOLIO

www.amykmillerdesign.com

AWARDS

UCDA Award of Excellence
Undergrad Recruitment Materials

CASE District VI
Excellence in Graphic Design
Bronze (3), Silver (1) and Gold (2)

CASE Nationals Circle of
Excellence in Graphic Design
Silver (1)

HEAR People's Choice Award
Higher Education of the Rockies

COMMUNITY

Junior League of Denver member
An organization of women whose mission is to advance women's leadership for meaningful community impact through volunteer action, collaboration, and training.

EDUCATION

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

Bayard Advertising

Creative Services Director

January 2022-October 2022

Led and mentored cross-functional teams of designers, copywriters, and project managers to ensure brand consistency and strengthen the employer brand. Championed a culture of purpose-driven creativity, innovation, curiosity, and equity. Served as primary client liaison, fostering trust and driving project success through clear, strategic communication.

- Directed studio creative output, overseeing production, proofing, and quality control and upheld brand integrity across all work.
- Led team to deliver high-impact creative and consistently strong client experiences.
- Managed outsourced designers and creative vendors to support project needs while overseeing studio quoting and ensuring creative deliverables aligned with SOWs.
- Proactively addressed communication gaps while guiding project managers to maintain alignment across teams and projects.

University of Colorado Boulder

Campus Brand Identity Manager (Creative)

February 2020 - December 2021

Maintained brand integrity for the University of Colorado Boulder in coordination with the three other campuses within the CU system. Led trainings and strategic sessions with campus partners to align their communications and collateral with the university's "Be Boulder" brand and messaging platform.

- Developed and led impactful brand training sessions, strengthening campus-wide alignment with CU Boulder's visual identity and messaging.
- Provided strategic brand guidance and creative art direction to campus partners, elevating the quality and consistency of university communications.
- Represented CU Boulder as a key contributor to the CU System Brand Team, driving cross-campus collaboration with Denver, Anschutz, and Colorado Springs.
- Founded and led the CU Boulder Design Group, cultivating a collaborative creative community and enhancing design standards across campus.

Art Director and Brand Manager

August 2013-February 2020

Oversaw the successful implementation of the university's "Be Boulder." messaging platform across all marketing and communications collateral, ensuring consistent brand voice and visual identity campus-wide. Strengthened brand recognition and cohesion by integrating the platform into departmental materials, digital content, and outreach initiatives. Improved enrollment rates by over 20% the first year.

- Led creative ideation sessions that inspired innovative design solutions and informed multiple creative direction concepts.
- Managed and mentored a team of three designers and rotating student employees while fostering conceptual development through project critiques and constructive feedback.
- Coordinated all aspects of creative project management, including client relations, team leadership, project scoping, budget adherence, and brand compliance.
- Drove brand consistency and visual alignment across multiple channels including print, digital ads, large format, advertising, marketing and social media.

Senior Designer

January 2003-August 2013

Junior Designer

September 1998-December 2002

AmyKMiller Design

Freelance design work

January 2000 - to present

Creative professional with 25+ years of experience turning ideas into visually compelling stories across design, marketing, and photography. A seasoned leader and creative strategist with a sharp eye for detail and a passion for cohesive brand expression. Highly proficient in Adobe Creative Suite and digital production workflows, with a strong foundation in guiding teams and campaigns from concept to execution.