

AMANDA KOMAROWSKI

CREATIVE DESIGNER | WEB & BRAND STRATEGIST

CONTACT

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PROFILE SUMMARY

Web & Brand Designer with 10+ years of experience leading website management, UX/UI, and brand execution across online and physical channels. Combines technical web expertise with high-impact design to improve user experience, strengthen brand presence, and support marketing goals. Balances strategy, design, and execution across websites, campaigns, events, and branded materials

CORE EXPERTISE

Web Management, WordPress, HTML/CSS, SEO, UX/UI Design, Conversion-Focused Design, Brand Identity, Campaign Creative, Print & Event Collateral, Figma, Adobe Creative Suite, Google Analytics, Mailchimp

EDUCATION

BRIDGEWATER STATE UNIVERSITY
BACHELOR OF ARTS | 2005 - 2010
Graphic Design and Communications

WORK EXPERIENCE

WEB & MARKETING MANAGER

DESIGNLIGHTS CONSORTIUM (EFFICIENCY FORWARD, INC.) | 05/2025 - PRESENT

- Manage a multi-site web ecosystem, maintaining site structure, navigation, and overall usability
- Oversee website content, updates, and page organization across multiple programs and stakeholders
- Plan and execute improvements across UX/UI, SEO, and content layout to strengthen engagement and usability
- Work closely with marketing, leadership, and technical teams to translate needs into functional, cohesive web solutions
- Partner with developers and vendors to implement WordPress features, page components, and structural updates
- Troubleshoot issues related to site behavior, maintenance, and coordination with security tools
- Create assets for campaigns, reports, presentations, social media, and internal materials
- Develop event branding, landing pages, and promotional assets for organizational initiatives
- Coordinate projects across teams, managing timelines, feedback, and delivery
- Maintain consistency across websites, messaging, campaigns, and supporting materials

FOUNDER & CREATIVE DIRECTOR

TWOLEVEN DESIGNS | 01.2010 - PRESENT

- Design and build websites, landing pages, and online experiences for small business clients
- Create visual identities, marketing collateral, and campaign assets across web and print
- Lead client projects from concept through launch, managing scope, timelines, and deliverables
- Translate client needs into clear, user-friendly website and brand solutions
- Handle multiple accounts at once while maintaining quality and deadlines

WEB DESIGNER & DIGITAL COMMUNICATIONS SPECIALIST

BRIGHAM RESEARCH INSTITUTE, BRIGHAM AND WOMEN'S HOSPITAL | 03.2014 - 11.2023

- Led web strategy and UX/UI work, including transition from TeamSite to WordPress
- Contributed to development of 400+ WordPress sites, improving usability, accessibility, and content structure
- Produced marketing, event, and print materials for institutional campaigns and outreach
- Built training resources and guided teams in maintaining consistent web content
- Worked with internal teams to improve site organization, content updates, and visual alignment