

Amanti Melkamu

952-215-7878 | Minneapolis, MN | amantidesigns@gmail.com | amantidesigns.com

Product Designer

Art Director | Digital Experience Leader | AI Expert

PROFESSIONAL PROFILE

Creative leader with 10+ years driving digital transformation across Fortune 500 enterprises and high-growth startups. Recognized for pioneering AI-integrated design workflows that compress production timelines by 50% while maintaining enterprise-grade quality. Bridges strategic vision with hands-on execution - from leading \$40M pitch teams at EY to building scalable marketing systems for emerging brands. Expert at translating complex business requirements into intuitive user experiences that drive measurable outcomes. Proven track record guiding cross-functional teams through rapid iteration, establishing design systems that scale, and championing emerging technologies before they become industry standard.

SKILLS OVERVIEW

- Design systems architect & UX/UI strategist skilled at translating complex requirements into scalable, data-informed user experiences that align brand vision with business outcomes across web and digital product ecosystems
- AI workflow pioneer leveraging generative AI tools (Midjourney, ChatGPT, Claude, Cursor) to reduce production timelines by 50%, enabling small teams to deliver enterprise-grade creative and development output
- Cross-functional design leader experienced in directing designers, engineers, and stakeholders through concept-to-launch cycles while maintaining accessibility, usability, and front-end collaboration standards

PROJECT ACHIEVEMENTS & PEOPLE IMPACT

- Contributed to over \$1B+ in client proposals and business wins through high-impact presentations
- Reduced production timelines by 50% using multi-modal AI tools for content generation & visual design
- Recognized with the EY Minneapolis MVP Award in 2018 for dedication and quality
- Improved collaboration and delivery efficiency across design, marketing, and engineering
- Designed responsive web systems, enhancing user experience for real estate, finance, and retail clients
- Scaled creative output for small-to-mid-size businesses through automation and brand systems integration

WORK EXPERIENCE

Director of Marketing, Zachary Construction Group | Jul 2024 – Present

- Built marketing infrastructure from the ground up for startup construction company, establishing brand identity, digital presence, and scalable marketing systems in first year of operations
- Accelerated production speed by 40% through AI-powered workflows for content creation, design automation, and brand asset management
- Led cross-functional collaboration with ownership, project managers, and field teams to align marketing initiatives with operational priorities and business development goals

Creative Director, Independent | 2021 – 2024

- Delivered 100+ brand, web, and multimedia projects for clients in real estate, finance, retail, and consumer industries, operating entirely through word-of-mouth referrals
- Cut production costs and timelines by 50% by pioneering AI-assisted workflows for image creation, video editing, and content generation
- Built and launched responsive websites using Cursor, Webflow, Next.js, and Adobe Experience Manager (AEM), with average project timelines of 1-3 months
- Scaled production capacity through strategic contractor management - assembled and directed rotating teams of 2-4 specialists including designers, engineers, photographers, and motion graphics artists
- Directed year-long offshore production partnership, establishing quality control systems that maintained brand consistency across international teams
- Maintained 90%+ client retention rate through reputation-based business model, securing consistent project pipeline from clients including music industry executives and multi-million dollar ventures

Graphic Designer, Ernst & Young (EY) | 2016 – 2021

- Served as strategic advisor and project manager on pursuit teams across all service lines, contributing to \$1B+ in new business wins on opportunities ranging from \$100K to \$40M in fees
- Led design and production for high-stakes proposals including IPOs (Robinhood), mergers (Truist Bank formation), and enterprise engagements with Apple, Microsoft, and Gucci
- Developed and implemented 3 digital solutions that improved project delivery speed by 30% and enabled national remote work transition
- Pioneered adoption of AEM and Microsoft Teams as early evangelist - trained teams, built automated workflows, and established departmental infrastructure
- Project managed creative workflows coordinating offshore teams (EY GDS), senior copywriters, and pursuit strategists to deliver on-time, on-budget results
- Earned 2018 EY Minneapolis MVP Award and 70+ client-facing awards

EDUCATION

Bachelor of Science in Graphic Design, The Art Institutes International Minnesota | Graduated 2015

CERTIFICATIONS / AWARDS

- Google UX Design Certificate
- EY Minneapolis MVP Award, 2018
- 70+ client-facing awards at EY (2016-2021)

TOOLS & TECHNOLOGIES

Design & Prototyping: Figma, Adobe Creative Cloud

Development: React, Next.js, JavaScript, TypeScript, Tailwind CSS, Vercel, Framer, Webflow, Cursor

AI & Automation: ChatGPT, Claude, Midjourney, n8n, Zapier

Enterprise Platforms: Adobe Experience Manager (AEM), Microsoft 365 (PowerPoint, Teams, Excel), Google Workspace, GitHub

Analytics & Collaboration: Google Analytics, Slack, Notion