

AMANDA BLYTHE

MARKETING & UX DESIGNER

Product-focused marketing designer with 10+ years of experience across web, mobile, and app platforms. Blends visual design and product thinking to create intuitive, consistent user experiences. Experienced in design systems, prototyping, and AI tools to streamline content development. Comfortable in startup environments, collaborating across teams, and owning projects from concept to execution.

EXPERIENCE

Product Marketing Manager / Marketing Designer

PayPal | Oct 2021 - Current

Lead design and content development for partner-focused marketing toolkits across web and mobile surfaces. Collaborate cross-functionally to deliver high-fidelity mockups and product messaging for Pay Later features. Manage messaging architecture to maintain consistency at scale and align with brand guidelines. Contribute to sales enablement efforts with visually cohesive materials that support product strategy. Use AI tools like ChatGPT to support content ideation and streamline production workflows.

Design Director

VitusVet | Aug 2019 - Oct 2021

Led design across web, mobile web, and app environments in the veterinary tech space. Partnered with product managers on feature development and app UI. Authored a company-wide brand style guide and maintained a cohesive visual language across platforms. Unified marketing and product design efforts to support consistent user experience and branding.

Marketing & UX Designer

Freelance | Dec 2014 - July 2019

Delivered cross-platform digital experiences and user interfaces for clients in fintech and renewable energy. Built scalable brand systems and documentation. Created marketing and campaign assets in close collaboration with developers to ensure quality across web and mobile.

Senior Graphic Designer

Sparkpr (Acquired Socialarc) | Feb 2013 - Nov 2014

Produced digital assets including landing pages, social content, and paid media campaigns. Supported UX design for microsites and interactive projects. Streamlined visual standards across print and digital formats to ensure brand consistency.

CONTACT

✉ amb8419@gmail.com

🌐 /in/amanda-blythe

📞 (510) 921.4280

📍 Toledo, OH

EDUCATION

BFA Graphic Design

San José State University
December 2012

B.S. Computer Science

Southern New Hampshire
University | Expected 2026

SKILLS

Product Design & UX/UI

Cross-Platform Experience
Design (Web, Mobile, App)

Design Systems & Brand
Guidelines

Figma (Advanced Proficiency)

Visual Design & Interface
Consistency

Content Design & Messaging
Architecture

Rapid Prototyping &
Wireframing

HTML/CSS

Adobe Creative Suite
(Including After Effects)