

Amanda Wyn Chance

GRAPHIC & WEB DESIGN | PUBLICATION LAYOUT | PHOTOGRAPHY

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PROFESSIONAL SUMMARY

I help people turn ideas and memories into something they can share, publish, or keep. Over more than 20 years, I've helped small businesses tell their stories, created designs for churches and community celebrations, and brought photographs hidden in old slides and negatives back to life.

I love taking a project from a rough idea to a finished piece: a book cover that invites someone to read, a website that makes a business easier to understand, or a thoughtfully arranged page that lets the story shine. I've self-published coffee table books and created comics for my grandchildren, so I know how personal a creative project can be.

Living and working in a small Texas town has taught me to listen carefully and make the most of what a client has. Caring for seniors has deepened that patience and attention to detail. I'm exploring AI and new technology to build on my experience, and I'd welcome contract work helping a team bring its designs and publications to life.

DESIGN & TECHNICAL SKILLS

- Adobe Photoshop, InDesign, Illustrator, and Acrobat
- Adobe Muse and Dreamweaver; website design and administration
- Branding, book covers, publication layout, and self-publishing
- Photography, retouching, and restoration of slides and negatives
- Magazine and newspaper typography: kerning, leading, tracking, and alignment
- QuickBooks, data entry, and bank reconciliation; Mac/Windows and Excel familiarity

I use these tools to give a project the care it deserves, from cleaning up a treasured photograph to bringing a book's words and images together. I pay attention to the small details: how letters sit beside each other, how comfortably a page reads, and whether the finished design feels right for the person behind it. I also help clients keep their websites, files, and business records organized, and I enjoy finding practical ways to make technology easier to use.

Experience

Owner / Web & Graphic Designer

AWyn Designs and Web Services | Alpine, TX

awyndesigns.com

- Create responsive websites, branding, and print materials for businesses, community organizations, and personal events.
- Host and administer websites for seniors and small businesses, supporting content updates and clear communication.
- Design book covers and publication layouts; develop self-published coffee table books and illustrated comics.
- Restore and enhance photographs from negatives and slides with close attention to image quality and detail.
- Apply typography, kerning, leading, and tracking to readable layouts; research AI tools to expand creative capabilities.

Computer Support & In-House Artist

Carol Slocomb | Alpine, TX

- Provided hands-on computer support, explained everyday tasks, and helped resolve routine computer issues.
- Organized digital documents, photographs, and project files for easy access and ongoing creative work.
- Created artwork and graphic design materials that reflected the client's personal style and project goals.
- Planned and installed art on her property, considering placement, scale, and how each piece worked within its surroundings.
- Collaborated on cookbook authorship and design, bringing written content, images, and page layouts together.

Contract Graphic Designer

Horney Toad Ranch (Out of business) | Alpine, TX

- Developed graphic design concepts in response to client needs and project direction.
- Arranged typography, imagery, and color into clear, balanced visual compositions.
- Refined artwork through client feedback and revisions.
- Reviewed text, spacing, alignment, and image quality for visual consistency.
- Organized design files and prepared completed artwork for its intended use.

Full Web Services / Logo & Print Design

Winners Edge USA | Alpine, TX

winnersedgeusa.com

- Provide website design and administration support aligned with business needs.
- Develop logo artwork and related brand elements for consistent communication.
- Create print materials that combine clear messaging with effective visual hierarchy.
- Adapt graphics and layouts for use across web and print formats.
- Review artwork, text spacing, and alignment and incorporate client feedback.

Experience

Web Designer / Logo Designer

Dimestore Cowgirl Shop (Out of business) | Alpine, TX

Former website: thedimestorecowgirlshop.com

- Developed website layouts that reflect the shop identity and communicate its offerings.
- Created logo concepts and refined artwork through owner feedback.
- Arranged text and imagery into clear, visually consistent page layouts.
- Prepared web graphics with attention to image quality and appropriate sizing.
- Reviewed typography, alignment, and branding details before delivering design work.

Data Entry / Billing Records / Receiving

Brown Dog Nursery (Out of business) | Alpine, TX

- Entered business information with close attention to accuracy and completeness.
- Organized billing records for efficient retrieval and administrative follow-up.
- Supported receiving activities and kept related information organized.
- Reviewed entries and supporting records for inconsistencies requiring follow-up.
- Coordinated recordkeeping tasks with daily business and receiving priorities.

Webmaster / Logo Designer

Murphy St Mercado (Out of business) | Alpine, TX

Former website: murphystmercado.com

- Designed logo concepts that communicate the business identity.
- Administered website content and organized information for clear navigation.
- Prepared images and graphics for consistent use across web pages.
- Applied attention to typography, spacing, and visual hierarchy throughout the site.
- Incorporated owner feedback into website and logo revisions.

Data Entry / Bank Reconciliation / Web Design

Midas Construction Inc. | Alpine, TX

midasgroupinc.com

- Enter and organize business records with attention to accuracy and detail.
- Reconcile bank activity with business records and identify discrepancies for review.
- Maintain orderly financial documentation to support bookkeeping tasks.
- Design website layouts that communicate company services clearly.
- Coordinate administrative and web design assignments around business priorities.

Experience

Web Designer / Logo Designer

Twin Peaks Liquors | Alpine, TX

twinpeakliquors.com

- Design website pages that communicate business information clearly.
- Create and refine logo artwork to establish a recognizable visual identity.
- Coordinate colors, typography, and imagery across web design elements.
- Prepare and edit digital graphics for website use.
- Incorporate client revisions while checking layout accuracy and visual consistency.

House & Office Manager / Creative Services

Stevens Electrical Instruments | Alpine, TX

stevensguitars.com

- Coordinate household responsibilities and day-to-day office operations with attention to priorities and detail.
- Maintain QuickBooks records and provide organized bookkeeping and administrative support.
- Handle mail, purchasing, and supply orders to support daily business needs.
- Provide computer and website support for business communication and promotion.
- Create photography and promotional materials that showcase instruments and craftsmanship.

Substitute Teacher

Tyler Independent School District | Tyler, TX

- Follow assigned lesson plans and maintain classroom learning routines.
- Communicate directions clearly and assist students with assigned work.
- Support an orderly, respectful classroom environment.
- Adapt communication and classroom support to different student needs.
- Communicate classroom progress and relevant concerns to school staff.

Web & Graphic Designer

East Texas Veterans Memorial (Out of business) | Tyler, TX

Former website: easttexasveteransmemorial.com

- Designed web and graphic materials that support the memorial mission.
- Organized website information into clear, accessible page layouts.
- Prepared imagery and visual elements appropriate to commemorative content.
- Maintained consistent typography, color, and layout across design materials.
- Incorporated stakeholder feedback with care for accuracy and respectful communication.

Experience

Graphic Designer / Artist

Sugar Free Mobile Apps LLC | Shreveport, LA

- Create concept advertisements and graphics for website and mobile-app development projects.
- Develop visual materials for clients including Stephen F. Austin State University.
- Combine imagery, typography, and color to communicate client messages.
- Refine design concepts to suit project direction and client feedback.
- Review artwork for readability, alignment, and consistent visual presentation.

Graphic Artist

Tyler Morning Telegraph | Tyler, TX

- Create speculative and concept advertisements for newspaper advertising customers.
- Edit photographs and images to support clear, engaging advertising designs.
- Write and refine advertising copy to complement visual messages.
- Create vector graphics and arrange copy and images within advertisement layouts.
- Apply close attention to detail, including kerning, leading, and tracking, for readable newspaper typography.

Freelance Graphic Designer

Tyler Junior College | Apache Pow Wow Student Paper | Tyler, TX

- Create concept advertisements for local businesses for the college newspaper.
- Translate business messages into concise copy and effective visual compositions.
- Arrange typography and imagery to fit newspaper advertising layouts.
- Review kerning, leading, tracking, and alignment for readability and polish.
- Refine advertising artwork with close attention to text accuracy and image quality.

Receptionist

Comptroller of Public Accounts | Austin, TX

- Greet visitors and provide professional front-office assistance.
- Answer inquiries and direct callers to appropriate staff or departments.
- Relay messages accurately and support clear office communication.
- Assist with routine clerical tasks and organized recordkeeping.
- Handle public-facing interactions with courtesy, discretion, and attention to detail.

Civilian Protocol Officer - Billeting

Bergstrom Air Force Base | Del Valle, TX

- Support billeting arrangements with attention to protocol and guest requirements.
- Coordinate lodging information and communicate arrangements clearly.
- Maintain organized records to support billeting administration.
- Respond professionally to inquiries and refer issues to appropriate personnel.
- Balance administrative priorities while treating guest information with discretion.

Additional experience

In-House Artist / Cashier

Potpourri House | Tyler, TX

- Provide in-house artwork and creative support for the retail environment.
- Adapt artistic work to store needs and supervisor direction.
- Assist customers with courteous, attentive service.
- Handle cashier responsibilities with care and attention to transaction accuracy.
- Balance creative assignments with customer-facing responsibilities.

VOLUNTEER EXPERIENCE

Volunteer Photographer

BCFS Health & Human Services | Smith County, TX

- Donate photography services for graduating foster youth in the community.
- Photograph graduation portraits with attention to lighting and composition.
- Document graduation ceremonies and meaningful milestone moments.
- Help participants feel comfortable through patient, respectful communication.
- Apply care and attention to image quality when preparing graduation photographs.

Education & recognition

EDUCATION

Master of Science, Multimedia Communication and Computer Technology

University of Texas at Austin

Summa Cum Laude | Phi Theta Kappa Honor Society Membership

Bachelor's Degree, Radio-Television-Film Production

University of Texas at Austin

Summa Cum Laude | Phi Theta Kappa Honor Society Membership

BFA, Multimedia Production and Design

University of Texas at Tyler

Summa Cum Laude | Phi Theta Kappa Honor Society Membership

Associate's Degree, Design and Visual Communications

Tyler Junior College

Summa Cum Laude | Phi Theta Kappa Honor Society Membership

Associate's Degree, English Language and Literature/Letters

NTCC | Mt. Pleasant, TX

Summa Cum Laude | Phi Theta Kappa Honor Society Membership

CERTIFICATIONS & TRAINING

Adobe Certified Expert: Adobe Acrobat, Adobe Photoshop, and Adobe Illustrator.

Tyler Junior College: Certificates of Proficiency in Photography and Graphic Design; training in Visual Communication.

SELECTED AWARDS & HONORS

1st Place - PAACO/NFL Print Design Contest

1st Place - Bell Tower Arts Journal Cover Design

1st Place - Package Design, A Touch of Silver Skincare Soap Box

1st Place - Package Design, Loretta Special Blend

1st Place - Logo Design, Avid Resource Management

1st Place - Label Design, A Touch of Silver Skin Bright Line

1st Place - Label / Logo Design, Bonney's Hot Sauce

1st Place - Package / Logo Design, Beau Terra Bio Minerals

1st Place - Label / Logo Design, The Farmacy

1st Place - Package Design, Sage Orthopedic Medical Devices

2nd Place - Logo Design, Winter Haven Municipal Airport

3rd Place - Texas Intercollegiate Press Association Literary Magazine Cover Design

Websites

Website design and ongoing support for businesses and creative clients.

01 Doc Gluck

docgluck.com

02 Wheeler Consulting Solutions

wheelerconsultingsolutions.com

03 Midas Group Inc.

midasgroupinc.com

04 Alice Art Angle

aliceartangle.com

05 Winners Edge USA

winnersedgeusa.com

Explore more design work at awyndesigns.com.

Selected design work

A selection of my work in branding, print, packaging, and apparel.



Marathon T-shirt | Real Men Eat Plants

Marathon T-shirt design combining bold lettering, contrasting color, and a reflection effect.



Logo Design | Twin Dog Farms

Farm imagery and two dog profiles form a distinctive illustrated identity.



Logo & Business Card | TVP Dental Services

A coordinated logo and business card concept carries the same colors and visual identity across both pieces.



Logo & Stationery | Western Investment Company

An equestrian mark and classic typography shown in a textured stationery mockup.



Frosted Label Design | Bottle Mockup

Colorful flame artwork and product lettering presented on a frosted bottle mockup.



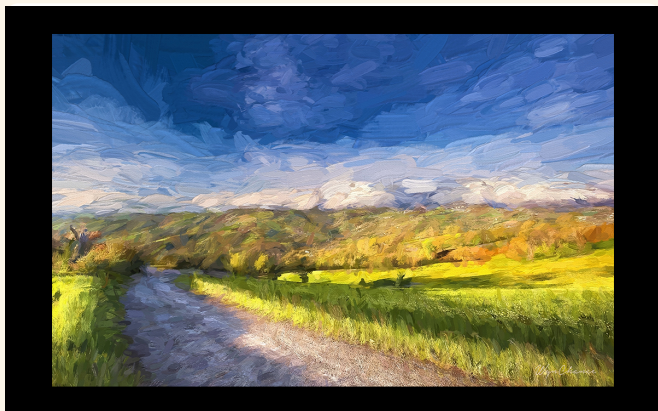
Decorative Print | Vintage Truck Collection

A themed composition brings vintage truck imagery and display typography together for wall art.

Full portfolio: awyndesigns.com/designs--web-services.html

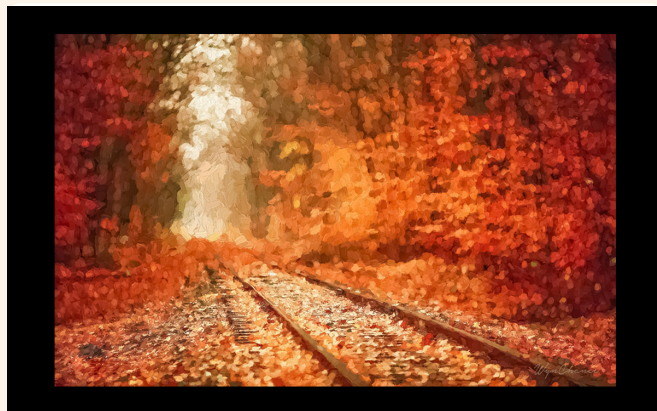
Art & photography

Selected work exploring landscape, color, light, and painterly texture.



A Road with a View

A winding road and broad sky rendered with expressive, oil-style brushwork.



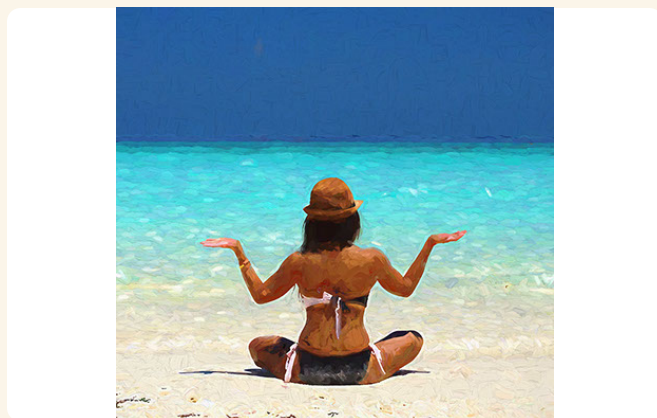
Forest Railroad

Autumn colors and textured brushwork draw the eye along a woodland railway.



Alice's Sunset

Bands of blue, violet, and warm evening color capture the atmosphere of an open landscape.



Beach Yoga | Acrylic on Canvas

Hand-painted beach scene showing a seated yoga pose beside turquoise water.

Gallery: awyndesigns.com

Shop prints: [Pictorem](#)

Shop prints: [Fine Art America](#)