

Amy Moelter

Creative Designer

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Profile

Creative designer with 10+ years of experience driving brand engagement and business impact through strategic design and cross-functional collaboration. Proven ability to translate consumer insights into compelling visual solutions that enhance learning, marketing, and communication strategies. Skilled in projects within large, matrixed organizations, and delivering results that align with growth objectives.

Work Experience

UnitedHealth Group | July 2017 - Present

● Senior Visual Designer, UnitedHealth Group | July 2024 – Present

- Design creative strategy for enterprise learning programs, ensuring alignment with brand standards and growth objectives.
- Collaborate with project managers, UX designers, and instructional designers to design inclusive, purpose-driven learning experiences that improve engagement and retention.
- Apply consumer insights and behavioral trends to create visually compelling solutions across digital platforms.
- Influence strategic decisions on adoption and scalability of learning initiatives.

● Senior Graphic Designer, Optum | May 2021 – July 2024

- Designed and executed integrated marketing campaigns (digital, print, web) to improve member understanding of healthcare benefits, driving utilization and satisfaction.
- Partnered with marketing, operations, and compliance teams to ensure brand integrity and regulatory adherence.
- Audited creative assets to optimize brand consistency and reduce errors, contributing to operational efficiency.
- Delivered data-informed design solutions that supported business objectives and improved member experience.

● Senior Graphic Designer, Optum | July 2019 – September 2020

- Created B2B marketing materials supporting sales growth and client acquisition, translating complex healthcare concepts into clear, compelling visuals.
- Collaborated with stakeholders across sales, marketing, and creative to develop strategies aligned with business goals.
- Managed multiple projects autonomously, demonstrating leadership in design consultation and production workflows.

● Production Designer, UnitedHealthcare | July 2017 - July 2019

- Implemented a streamlined direct mail merge process to support large-scale marketing campaigns, improving efficiency and reducing turnaround time.
- Partnered with creative and marketing teams to ensure brand consistency and messaging accuracy across all materials.
- Managed final production for print and digital assets, ensuring flawless execution and timely delivery for enterprise campaigns.

Education

St. Cloud State University | 2007- 2012

Bachelor Degree in Communications,
with a minor in Graphic Design

Leadership Foundations | 2024

Expertise

Time Management

Effective Communication

Critical Thinking

Brand Strategy and Development

Consumer Insights

Trend Analysis

Project Management

Cross-Functional Communication

Creative Direction

Visual Storytelling

Data-Driven Design Solutions

Digital Marketing Campaigns

Print Marketing Campaigns

Inclusive Design

Employee Experience

Technical Skills

Adobe Illustrator

Adobe Indesign

Adobe Photoshop

Microsoft PowerPoint

Microsoft Word

Miro

Figma

Sketch

Workfront

Smartsheet

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Production Designer, Hanley Wood Marketing | April 2017 – July 2017

- Ensured all marketing materials adhered to brand standards and quality benchmarks, adjusting design and copy for clarity and impact.
- Collaborated with creative teams to optimize layouts for consumer engagement and brand alignment.
- Prepared assets for final deployment across print and digital platforms, supporting client marketing objectives.

Prepress Specialist, Quantum Graphics | October 2014 – March 2017

- Developed technical workflows and templates for direct mail campaigns, improving production accuracy and scalability.
- Reviewed proofs for quality, color accuracy, and brand compliance, ensuring high standards for client deliverables.
- Managed fast-paced, time-sensitive projects, meeting tight deadlines while maintaining precision and consistency.
- Created print samples and provided consultation to clients, reinforcing trust and brand integrity.

Marketing and Sales Associate, E&M Consulting, Inc. | October 2012 – July 2013

- Designed digital and print marketing materials for trade shows, supporting brand visibility and lead generation.
- Conducted market research to identify growth opportunities and informed sales strategies for over 200 associations.
- Assisted in developing marketing plans and managed campaign execution, driving engagement and revenue growth.

Junior Design Intern, CooperSmith Marketing | June 2012 – September 2012

- Supported design and production of marketing materials across print and digital channels.
- Coordinated with vendors to ensure timely delivery and quality standards for branded assets.
- Maintained inventory and proofed materials for accuracy, contributing to seamless campaign execution.

Volunteer Efforts

Coordinated a volunteer event that included 200+ OptumHealth employees. Working along side the ICA Food Shelf; sorting food, stocking food shelves, assembling emergency bags, assembled snack bins and weekend bags for students at surrounding schools who need meal replacement and food for the weekends.

References

Daniel Fritz

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