

AMERIS POQUETTE

Brand and Visual Designer

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PROFILE

Concept-driven designer creating cohesive brand identities, expressive typography, print collateral, and CMS websites for independent businesses, nonprofits, and community organizations. Skilled at building brands from ground-up ideas as well as working within established visual systems.

DESIGN CAPABILITIES

- Brand Identity & Logo Suites
- Typography & Custom Illustration
- Print & Campaign Graphics
- Book & Album Cover Art
- CMS Website Design
- Brand Consistency & Style Guides
- Copywriting & Content Strategy
- Digital Asset Management

SELECTED BRAND & DESIGN EXPERIENCE

Sinister & Spice Creations

Founding Artist | 2026 - Present

- Create original content, brand identity, and marketing assets for a female- and queer-owned e-commerce art business built to platform multiple independent artists.
- Design and manage the CMS website, including layout, visual systems, and product presentation.
- Develop marketing strategy and campaign assets to drive brand awareness and sales for launch.

Ameris Poquette Design and Consulting

Founder & Independent Designer | 2014 - Present

- Create paid logo suites, brand identity systems, typography portraits, book covers, album art, posters, and CMS websites for independent clients and organizations.
- Translate loosely defined ideas into cohesive visual concepts or execute established briefs, combining typography, illustration, and narrative thinking.
- Manage complete product development, e-commerce storefronts, commissions, digital marketing, and vendor market displays.

The Alexander Foundation

Director of Marketing and Communications | April 2022 - June 2024

- Created print collateral, email marketing campaigns, website updates, and promotional assets adhering to brand and style guides.
- Led overarching marketing strategy and communications, maintaining brand consistency across public-facing channels.
- Designed promotional materials for major fundraising initiatives, including an event selling 170 tickets (exceeding goal) and a gala with 250+ attendees.

SELECTED DESIGN PROJECTS

The Narnia Collective

Developed the full visual identity for a queer-focused, sex-positive event production company, blending playful fantasy references with bold, contemporary LGBTQ+ aesthetics. Designed the logo system, typography, color palette, print collateral, digital assets, event branding, promotional graphics, and supporting materials across multiple themed events.

The Glass Vault

Created a complete visual identity for an ENM-centered community, combining celestial and witch-inspired imagery with a welcoming, safety-conscious aesthetic. Designed logos, print and digital collateral, event promotions, and social media graphics.

The Farmer and The Belle (Book Cover)

Designed a family-history book cover based on a true story, translating its star-crossed romance into a visual contrast between rural and urban life. Combined period-inspired imagery, custom typography, and locket-style portraits to frame the story as both personal history and love story.

Circ[]e Debut Album Cover

Created a typographic identity for a fictional band within an immersive book project, using the band's original lyrics as the primary visual material. Built the logo from lyric text to reflect the importance of the songs to the story's audience and reinforce the project's transmedia worldbuilding.

TOOLS & PLATFORMS

Design & Creative

Illustrator, InDesign, Procreate, Adobe Fresco, Canva, Photoshop

CMS & E-Commerce

Wix, Squarespace, WordPress, Shopify

Marketing & Ops

Mailchimp, Pardot, Salesforce, Hubsot, Google Workspace,

EXPERIENCE / CONTINUED

The Narnia Collective

Creative Director | June 2022 - January 2023

- Established brand strategy, logos, visual identity, and copywriting for an event production organization focused on inclusive community spaces.
- Developed CMS website, promotional campaign graphics, event marketing collateral, and membership intake workflows.

SaferSpacesNYC

Founder & Creative Lead | August 2016 - December 2021

- Built original brand identity, logo suite, web presence, and communications strategy from the ground up.
- Authored digital content, email campaigns, and social media while planning and promoting community events.

Hope Communities

Volunteer Coordinator & Website Administrator | April 2024 - December 2024

- Managed website design updates, content administration, functionality reviews, and SEO optimization audits.

EDUCATION & CREDENTIALS

Brooklyn College

Bachelor of Fine Arts (BFA), Fine Art, 2016

Salesforce Certified Administrator

Earned 2022