

HARRISON AMELANG

(206) 823-9337 · amelangharrison@gmail.com · harrison-amelang.com

CAREER OBJECTIVE

UX Design | Creative Director | Data-driven Design | Collaboration & Innovation

I am a designer and visual storyteller with experience spanning user experience design, digital marketing, photography, video production, editorial design, and brand content. My background in visual journalism and UX design has taught me how to understand audiences, identify problems, communicate ideas, and create engaging visual experiences. For more than 10 years, I have provided professional photography, video, social media management, web design, and digital content services for motorsport clients, small businesses, publications, and individuals throughout the United States. I also have experience developing e-commerce content and marketing campaigns for Amazon, Shopify, Meta, and social media platforms. I enjoy combining creative problem-solving with strong visual communication to create work that is both engaging and effective. I am experienced in working independently, collaborating with cross-functional teams, communicating with stakeholders, and taking projects from initial concept through final delivery.

Work Experience

September 2025 - Present • CLUB RACING NEWS Porsche Club Racing

Creative Director

As Creative Director for Porsche Club Racing, I am responsible for organizing and displaying story elements in magazine layouts. I work closely with the Editor-in-Chief to ensure stories are beautifully displayed and follow editorial design best practices.

- Design covers, feature spreads, article layouts, and visual systems for Club Racing News, a Porsche Club of America publication.
- Maintain visual consistency across recurring issues while developing layouts appropriate to individual stories and features.
- Translate written articles and editorial content into visually engaging, readable, publication-ready designs.
- Work closely with the Editor-in-Chief to determine the most effective visual presentation for individual stories.
- Design the Market Dashboard elements of Porsche Panorama magazine, taking numerical market data and translating it into visually appealing graphs and charts.
- Organize photography, typography, graphics, and written content into cohesive editorial layouts.
- Apply editorial design best practices to recurring magazine publications.

September 2022 – March 2024 • BY LIGHT IT PROFESSIONAL SERVICES • McLean, VA

User Experience Designer and Researcher

As the lead Designer for the entire My HealtheVet Pharmacy module, I worked closely with US Veterans and cross-functional teams to design and build an all-new online pharmacy experience. I conducted research and testing throughout the design process to understand user needs and create an effective digital experience.

- Served as the Designer for the entire My HealtheVet Pharmacy module, the largest module within the My HealtheVet product.
- Conducted user research to understand user needs, behaviors, pain points, and opportunities for improvement.
- Conducted user testing to evaluate designs and identify usability issues.
- Used A/B testing to evaluate design solutions and inform product decisions.
- Developed wireframes, mockups, and prototypes for new digital experiences.
- Presented design concepts, research findings, and recommendations to business owners and stakeholders.
- Worked closely with cross-functional teams throughout the design and development process.
- Collaborated with development teams to ensure designs could be effectively implemented.
- Applied user-centered design principles and accessibility best practices to digital products.
- Contributed to the growth and implementation of USVA government design systems.
- Worked directly with Veterans to develop a healthcare tool designed to improve their online pharmacy experience.

January 2016 – Present • SPACCEMAN MEDIA • Bellingham, WA + Salt Lake City, UT

Founder, Digital Media Creator

For more than 10 years, I have offered professional photography, video, social media management, web design, and digital content services for motorsport clients, small businesses, and individuals. I have worked with clients throughout the United States to provide high-quality digital media for events ranging from weddings to endurance race weekends.

- Provide professional photography and video services for motorsport teams, drivers, businesses, publications, and individuals.
- Active member of the Utah Motorsports Campus media team, covering race weekends, corporate events, and other events.
- Provide photography and video coverage during race weekend events for teams and drivers, including NitroCross, IMSA, NASA, and Karting Championships.
- Manage photography and video projects from initial planning and capture through post-production and final delivery. • Provide freelance web design services.
- Create social media content and digital marketing assets for businesses and organizations.
- Develop visual storytelling concepts based on individual client needs and project goals.
- Manage post-production workflows for photography and video projects.
- Work directly with clients to understand project requirements, communicate creative ideas, and deliver finished media.
- Provide professional media services for clients throughout the United States.

October 2025 – Present • PNW BRANDS • Salt Lake City, UT

MARKETING DIRECTOR

As Marketing Director, I develop digital marketing assets and manage creative content for PNW Brands and its product portfolio. I work across Amazon, Shopify, social media, and digital advertising platforms to create engaging product experiences and support the company's digital presence.

- Update and grow the digital media library for Rhino Wax, creating and organizing visual assets for use across marketing channels.
- Created the complete Shopify store for Rhino Wax, including product presentation and visual content.
- Create all Amazon A+ Content for Rhino Wax, following Amazon best practices to communicate product features, benefits, and brand messaging.
- Redesign and update Amazon storefront content to improve product presentation and customer experience.
- Create product inventory image assets for e-commerce and digital marketing.
- Create a variety of video assets, including Meta advertisements, product feature videos, and instructional how-to videos.
- Develop creative content designed for different stages of the customer experience, from product discovery through purchase.
- Utilize AI creative tools to develop and enhance digital marketing assets and streamline creative production.
- Use AI tools including Kling and Gemini for video production and ElevenLabs for voice production.
- Manage and create marketing content using Amazon Sales Center and Meta.
- Develop visual content that maintains consistency across multiple digital platforms and product categories.

Tools

Design and Creative: Adobe Creative Cloud • Figma • Sketch • DaVinci Resolve • Photo Mechanic E-commerce and Marketing: Amazon Sales Center • Shopify • Meta • Social Media Platforms AI and Creative Technology: Kling • Gemini • ElevenLabs • AI Creative Tools Project Management and Collaboration: JIRA • Google Suite

Core Skills

UX/UI Design • User Experience Design • User Research • User Testing • A/B Testing • Usability Testing • User-Centered Design • Wireframing • Prototyping • Accessibility • Visual Storytelling • Photography • Video Production • Video Editing • Post-Production • Graphic Design • Editorial Design • Magazine Design • Data Visualization • Digital Marketing • Social Media Marketing • Social Media Content • E-commerce Content • Amazon Content • Shopify • Meta Advertising • Brand Content • Web Design • Creative Direction • Cross-Functional Collaboration • Stakeholder Communication • Project Management • AI-Assisted Creative Production

Education & Certifications

Bachelor of Arts, Western Washington University - Visual Journalism

Springboard, UX/UI Bootcamp

Certifications: SAFe Certified, NN/g - UX Certified