

ANDREW LYLE EMERSON

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EDUCATION

Rensselaer Polytechnic Institute, Troy, NY

Dual Bachelor of Science degree in Design, Innovation, & Society and Mechanical Engineering.
Graduated August 2011

Fiorello H. LaGuardia School of Music & Art and Performing Arts, New York, NY

Visual Arts Major
Graduated May 2007

WORK EXPERIENCE

Designer, Chobani

Fall 2013 - Present

Part of the internal creative team that services the entire company. Work closely with brand managers and production team to bring new platforms and products from brief to shelf. Designed the Limited Batch line of core products and the Kids pouches platform. Active in all stages from briefing, research, sketching, and presenting design work, to photoshoots, retouching, and final production. Create original, platform-specific social content for Instagram, Facebook, and Pinterest. Produce point-of-sale collateral for display at-shelf in stores nationally. Internal food photographer, creating images for both digital and print. Create print material for the Chobani Café including recipe cards, vinyl window wraps, phone booth ads, and the 8'x50' banner that hangs above the store. Design logos and assets to support partnerships and campaigns like the 2014 Winter Olympics. Develop a deep understanding of packaging design and printing processes and practices by working closely with the production team, and attending workshops with industry partners.

Design Consultant, CHF Industries, Inc.

Summer 2012

Responsible for generating design concepts for bathroom accessory products based on textile patterns. Delivered 3D renderings and technical drawings for consumer products targeted at high end home furnishing retailers.

UX/UI & Developer, Avenue B Labs

Fall 2012

Member of a core team creating web based applications. Involved with everything from initial ideation to delivery. Worked to take 2D UX/UI designs to HTML5/CSS3 and ready for development.

General Dynamics, Electric Boat Project

Spring 2011

Part of a seven person team working in tandem with EB to design a payload lift in a future submarine. The semester long project involved early ideation, small scale prototyping, CAD visualization, and early stress analysis.

TECHNICAL SKILLS

Computer: Adobe Photoshop / Adobe Illustrator / Adobe Indesign / SolidWorks / Rhinoceros / HTML / CSS

Processes: Illustration / Digital Photography / Studio Lighting / Image Processing / Sketching / Technical Drawing

AWARDS

Finalist of Elevator Pitch Competition

Dean's List

Winner of Change the World Challenge

Rensselaer Leadership Award

Spring 2011

Spring 08, Spring 09, Fall 10, Spring 11

Fall 2010

2008-2011

LEADERSHIP & ACTIVITIES

Tennis Pro at Deer Mountain Day Camp

Founding member and President of RPI Design Collective Design Collective.

Lead Designer for Rivik Media. In charge of a three member design team.

Volunteer at Ark Community Charter School

Member of RPI Photo Club

Summer 2010

Fall 2010

Spring 2010