

# EMMA RILEY

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## Education

### WASHINGTON UNIVERSITY IN ST. LOUIS SAM FOX SCHOOL OF DESIGN & VISUAL ARTS

BFA in Communication Design 2017  
Second Major in American Culture Studies

## Experience

### GEPHARDT INSTITUTE FOR CIVIC AND COMMUNITY ENGAGEMENT | ST. LOUIS

**Brand Design Consultant** *May 2017–August 2017*  
**Design Coordinator** *Aug 2014–May 2016*

Led the brand refresh for the office of civic and community engagement at Washington University in St. Louis. Conducted a marketing audit, competitive analysis, and interviewed diverse stakeholders. Synthesized research to articulate the institute's attributes, positioning statement and brand essence. Developed a visual identity system conceived from this essence and managed production of priority applications. As Design Coordinator, I created logos, posters, web banners, and print collateral for integrated campus campaigns. Supervised junior designer.

### CREATIVE REACTION LAB | ST. LOUIS

**Design Associate** *Aug 2016–January 2017*

Created print, web, and social marketing materials for a Racial Justice nonprofit. Balanced multiple projects at once in a fast-paced, deadline driven environment. Facilitated community design thinking labs. Developed a comprehensive iconography system for the organization to be incorporated into their visual identity.

### SPECIALGUEST | BROOKLYN

**Creative Intern** *June 2016–Aug 2016*

Pitched creative concepts, built graphic mockups, and wrote for an art and communications company. Designed Head-Up Display motion graphics for an interactive virtual reality experience. Spearheaded the team's application to the SXSW 2017 conference, which was later accepted.

### FIRST RULE | ST. LOUIS

**Graphic Design Intern** *May 2014–July 2015*

Created advertisements, and infographics across print and web platforms for a media and lobbying firm. Juggled multiple projects and accommodated last-minute deadlines.

## Skills

Proficient in Adobe Illustrator CC, Indesign CC, Photoshop CC, After Effects, Premiere Pro CC, & Lightroom  
Working Knowledge Maya, HTML & CSS  
Proficient in Word, Powerpoint, Excel, & Keynote

## Leadership & Activities

### DISPLACED & ERASED

**Director and Producer** *2017*

Brought national attention to the story of Clayton's uprooted black community with this documentary short. Conducted archival research and in-person interviews. Shot footage and produced motion graphics. Garnered acclaim from civil rights activists, political leaders, press and media.

### MEMPHIS IMMERSION: CIVIL RIGHTS, DIVERSITY, & INCLUSION

**Trip Leader** *2016*

Led a student immersion trip in Memphis during spring break. Communicated and collaborated with 6+ community partners. Compiled trip schedule. Managed transportation, meals, and materials logistics. Concepted and created marketing materials. Facilitated participant pre and post-trip trainings. Facilitated group discussions.

### OLIN SUSTAINABILITY CASE COMPETITION

**Second Place Winner** *2015*

Designed a plan to conserve water by replacing showerheads with low-flow alternatives. Formed a monetary and environmental cost-benefit analysis. The university has since adopted and implemented the plan.

### URBAN IMMERSION: HOUSING AND HOMELESSNESS

**Trip Leader** *2015*

Collaborated with local partners to create a student immersion trip during fall break. Compiled schedule and organized trip logistics. Facilitated discussions.

### STAAM A CAPPELLA

**PR Representative** *2013-2015*

Developed print and social media materials for my a cappella group's concerts. Managed Staam's online identity and social media accounts.