

Ema Myers

Summary

Experienced designer and brand strategist with a passion for simplicity and function and unique eye for compositional balance. Over 4 years of experience contributing ongoing graphic support to multiple campaigns for pioneering healthcare companies. Adept at both print and digital design with firm understanding of file management, version and quality control, vendor communication, and production standards.

Contact Info

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hello@emamyers.com

Software

PS ID AI

Competencies

Adobe Creative Cloud
Graphic Design / Brand Strategy
Print and Editorial Design
Illustration / Drawing
Word and Powerpoint Design
Basic UI Design
Visual Web Design
HTML / CSS
Color Theory Knowledge
Basic Photo Editing and Retouching
Print Production
Trade Show Design

Recent Experience

Dodge Communications, Alpharetta, GA
Junior Graphic Designer

Aug 2016—Present

- Designs marketing materials that drive customer engagement while actively participating in conceptual meetings for campaign execution
- Manages the workflow and design process of projects assigned to freelancers by performing quality control of completed work to ensure consistency with client brand standards and seamlessness with communications between the company and client
- Counsels clients and internal teams on suggested approaches to projects

Ema Myers Design, LLC
Freelance Creative Strategist & Designer

Oct 2012—Present

- Identifies appropriate opportunities and channels for clients to promote their services or products, creates and executes detailed marketing strategies, and designs corresponding marketing materials to support campaign goals
- Delegates various digital marketing tasks to contracted freelancers, writers, and virtual assistants to streamline workflows and ensures the timely deliverance of work, messages, and invoices to clients
- Oversees brand management in both in-house and agency environments for various clients through the adherence and expansion of clients' existing design language and guidelines

Expotechnik America
Client Services

Sep 2015—Aug 2016

- Provided direct support for Key Account Managers, Deputy EVP, and Client Managers by cross-referencing a range of show-specific resources for accuracy and ensured follow-ups and approvals were achieved promptly
- Collaborated with designers and department managers to consolidate new and existing graphic assets and proofed estimates, invoices, and change orders

Other Experience

Junior Graphic Designer | Hexagon Geospatial | Jun 2015—Oct 2015
Freelance Graphic Designer | Creative Circle | Jan 2015—Jun 2015
Graphic Designer | Lenz Inc | Jan 2014—Dec 2014
Career Services Assistant / Graphic Designer | AIAD | Oct 2012—Sep 2014

Education

The Art Institute of Atlanta-Decatur
Graphic Design, BFA, Cum Laude

2011—2014