

Emma Weinberg

Art Direction & Design

emmaweinberg.com
eweinberg8@gmail.com
917 - 513 - 0576

Work Experience

3.1 Phillip Lim | Graphic Designer (Freelance)

April 2023 - Present, New York, NY

Design for campaigns/editorials, lookbooks, fashion shows, social/web assets, emails, store installs and brand partnerships.

Mute Six | Art Director (Freelance)

March 2023 - October 2023, New York, NY

Art Direct and conceptualize photoshoots, commercials and creative assets for 10+ accounts at a given time (Flamingo Estate, AMIRI, Conair, etc.)

Design creative assets consisting of banners, GIFs, emails, and landing pages.

Estée Lauder | Designer, Origins Global Creative (Freelance)

November 2022 - March 2023, New York, NY

Design visual merchandising, store graphics, print, social, email and web mechanicals for seasonal and promotional campaigns on a global scale.

Collaborate with copywriting, operations, education, consumer engagement, product development and marketing teams to address briefs and maintain brand identity across platforms globally.

PepsiCo Design & Innovation | Jr. Designer/Art Director

March 2021 - November 2022, New York, NY

Launch, design and maintain 5+ brands in the health, wellness and alcohol space: Soulboost, Unmuddled, Driftwell, Starry and Neon Zebra.

Responsibilities include package design, UI/UX design, e-commerce design for Amazon, designing in-store touchpoints, key visuals, art directing photoshoots, conceptualizing Superbowl commercials, leading character design, conceiving 3D/animated visuals, and designing content for social channels.

Chandelier Creative | Graphic Design Intern

September 2019 - January 2019, Los Angeles, CA

Clients: Jetsuite, Netflix, Old Navy, Adidas and the soon to be - Hotel Gloria

Matte Projects | Art Direction & Strategy Intern

Summer of 2017 and 2018, New York, NY

Clients: Google, Adidas, Gucci, A\$AP Rocky, American Express, Coca Cola, KITH, Apple Music, BMW, Pure Barre, Under Armour, Les Mills and AWAY.

Education

Loyola Marymount University

2016 - 2020, Los Angeles, CA

Double Major: Marketing & Multimedia Arts with an emphasis in Film.

LMU M-School: highly selective program with real-world on-site learning at leading advertising agencies such as Google, 72andSunny, TBWA, and Facebook.

LMU's Multimedia Arts major focuses on the convergence of communication, art and technology. Courses include digital imaging, UI/UX design, 3-D motion graphics, audio-video production, AR and VR, and the full Adobe Suite.

Skills

Programs: Adobe Illustrator, InDesign, Photoshop, After Effects, Final Cut Pro, Premiere Pro, Avid, Figma, CaptureOne

Skills: Art Direction, Graphic Design, Retouching & Colouring, In-store Displays, Package Design, Web & App Design, E-commerce Design, Email Design, Photoshoots & Commercials, Logo Design, Branding and Strategy