

A large, light gray, handwritten-style signature of the name "emilyfinley" is positioned on the left side of the page. The signature is fluid and cursive, with varying line thicknesses and some loops.

EMILY FINLEY GRAPHIC DESIGN

EDUCATION

UNIVERSITY OF CINCINNATI // CINCINNATI, OHIO

College of Design, Architecture, Art, and Planning
Graphic Communication Design Major
Class of 2019

Participating in the Professional Practice Program,
alternating semesters of classroom study with work in the
field of design.

GPA: 3.9/4.0
Dean's List

HOOVER HIGH SCHOOL // NORTH CANTON, OHIO

Class of 2014
GPA: 4.25
Honor Roll

WORK EXPERIENCE

YMCA GYMNASTICS CENTER // NORTH CANTON, OHIO

Gymnastics Coach, Designer, Part-time
May 2014 – August 2014
May 2015 – August 2015
Competitive gymnastics training center.
Designed 2014/2015 Districts Meet Logo. Created
promotional graphics for 2014 Winter Showcase.
Designed additional fundraising brochures. Coached
pre-competitive gymnasts during training.

BARBERTON BROOKSIDE COUNTRY CLUB // NORTON, OHIO

Assisted Business Manager, Part-time
June 2014 – August 2014
May 2015 – August 2015
Public golf course and banquet facility.
Designed banquet menus. Designed table top flyers,
flyers, and posters for golf outing and banquets.
Designed upcoming website. Assisted with daily
functions of Business Office.

HONORS & ACTIVITIES

UNIVERSITY OF CINCINNATI

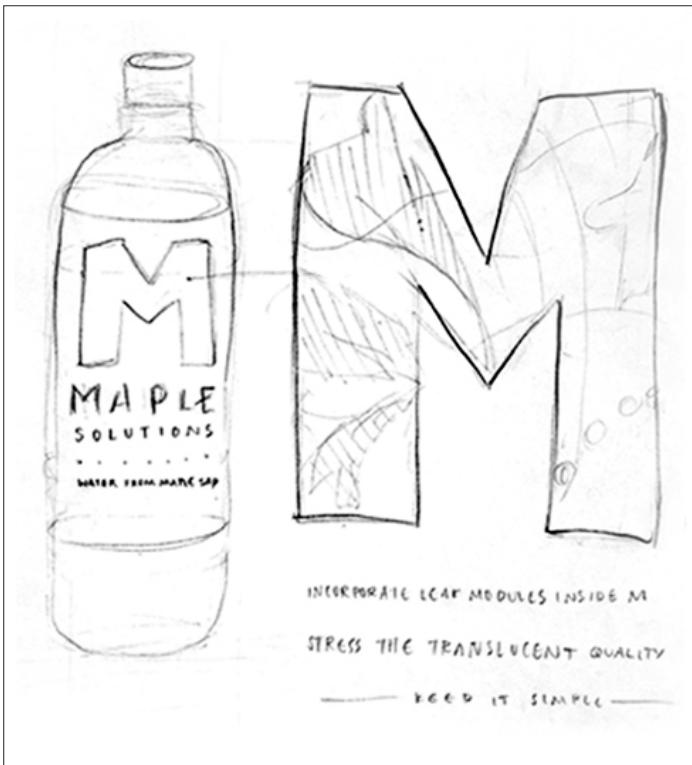
Cincinnatus Scholar, Dean's List 2014-15,
Student Government, Alpha Rho Chi co-educational
fraternity, AIGA, DAAP Tribunal, The Navigators,
Alcina Set Collaboration with CCM and DAAP

HOOVER HIGH SCHOOL

Symphonic Band/Pit Orchestra/Full Orchestra (1st chair
oboe, English horn), Marching Band (color guard), YMCA
Gymnastics, Hoover Gymnastics (lettered twice), National
Honor Society, Interactive Media (I, II, III), Yearbook De-
sign Editor (EAC yearbook design), Freshman Mentor, 7th
Grade Mentor, Leadership Club, Spanish Club (traveled
to Costa Rica), Marine Biology (traveled to Andros Island)

SKILLS

Adobe Creative Suite (inDesign, Illustrator, Photoshop,
Dreamweaver)
HTML, CSS, JavaScript
Microsoft Office (Word, Powerpoint, and Excel)



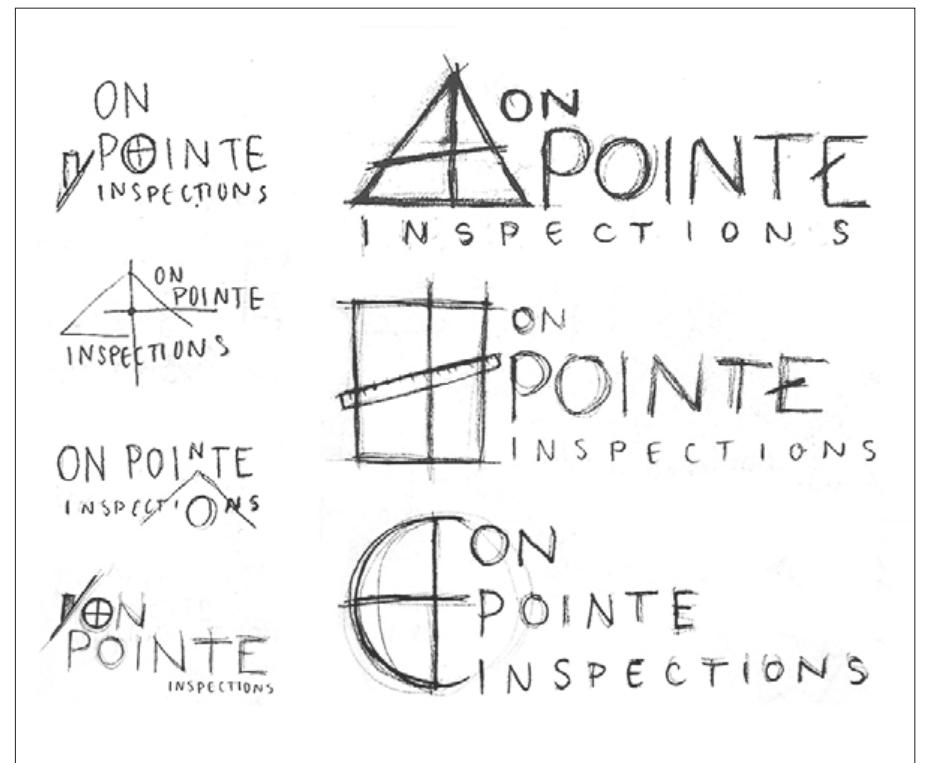
**MAPLE
SOLUTIONS**

MAPLE WATER PACKAGING

LOGO & PACKAGING FOR MAPLE SOLUTIONS //
ILLUSTRATOR, PHOTOSHOP

Maple Solutions is a company based in Canada, extracting the purest form of water from the sap of maple trees. Focusing on natural ingredients, Maple Solutions strives to put the best elements in your body for optimal hydration.

From pencil to Illustrator, Design Aesthetics required our class to experiment with leaf ideations. Starting from a maple leaf found in nature, sketching, tracing, and transforming it through different steps, a series of modules were the final product. By altering different parts of the digitalized form, I created a unique composition which translates well into a brand.



ON POINTE LOGO

LOGO FOR NEW HOME INSPECTION BUSINESS //
ILLUSTRATOR, PHOTOSHOP

Bill Edie needed a logo for his start-up home inspection business located in Dover, Ohio. He wanted elements of a house to be included in the logo, expressing the purpose of his company within a few seconds. Edie requested the main colors to be royal blue and grey, contrasting against different color backgrounds. After scanning my sketches into illustrator, I experimented with different variations and arrangements of the type, creating a unique logo to be used for his On Pointe Inspection brand.

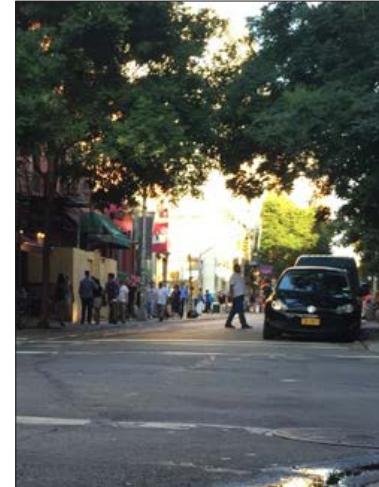


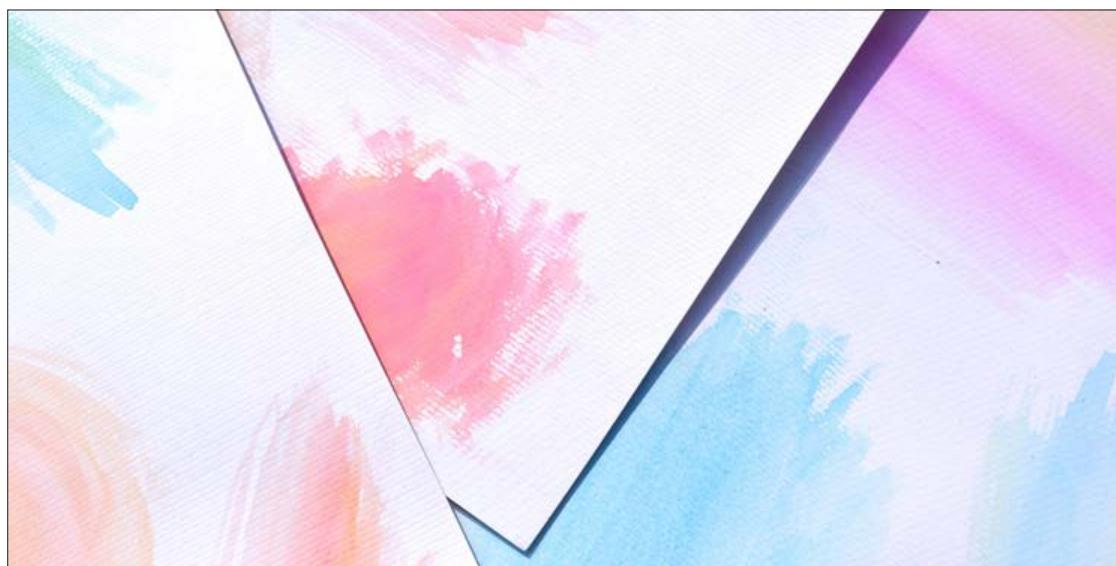
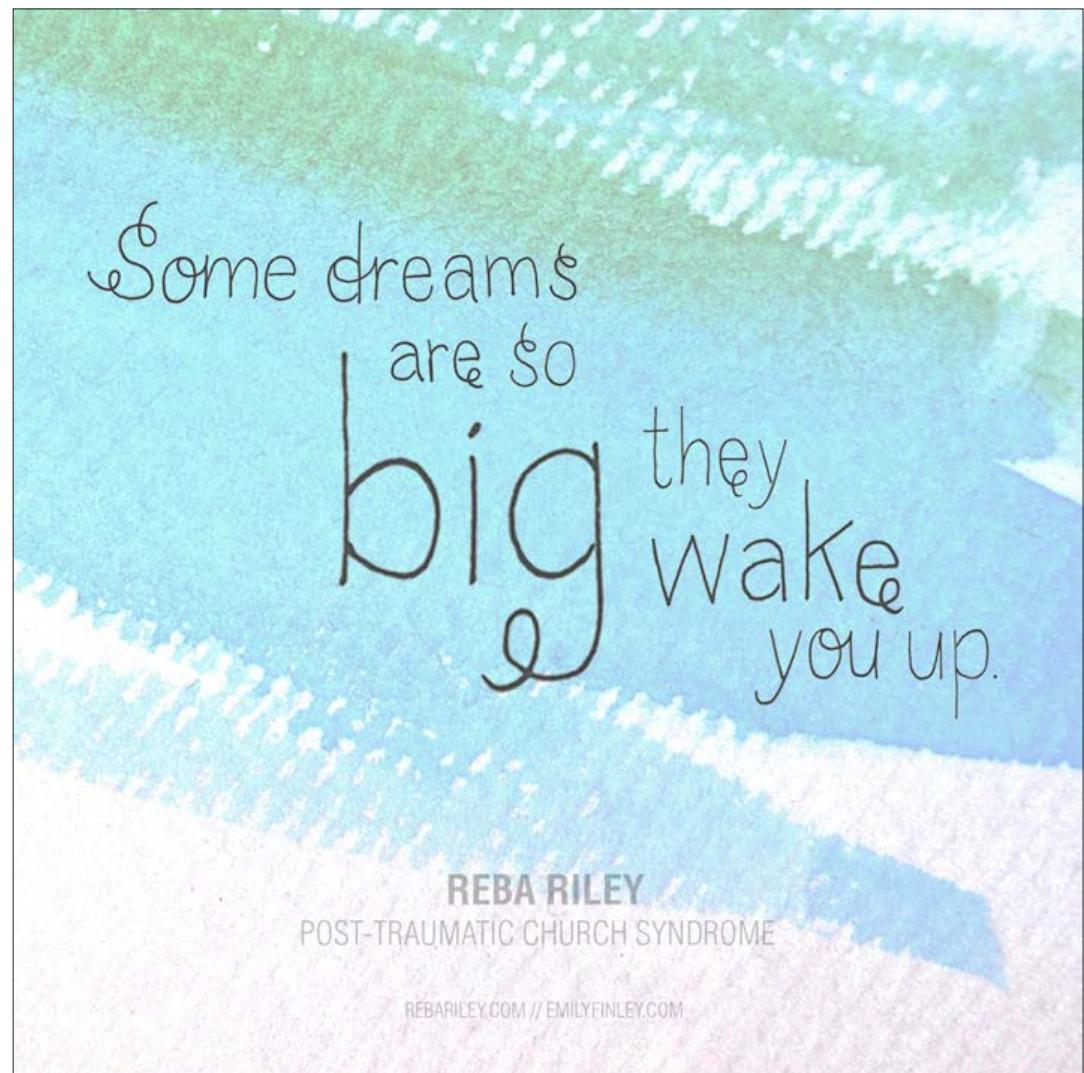
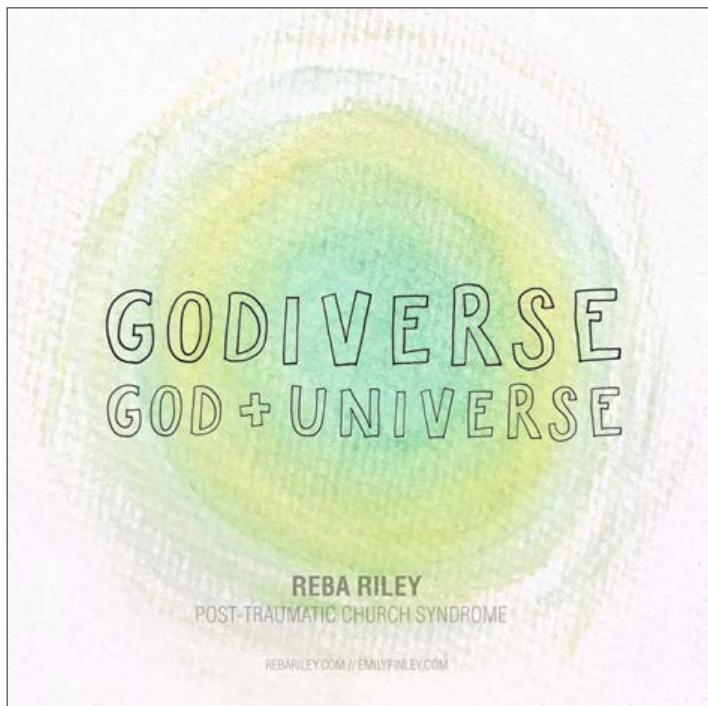
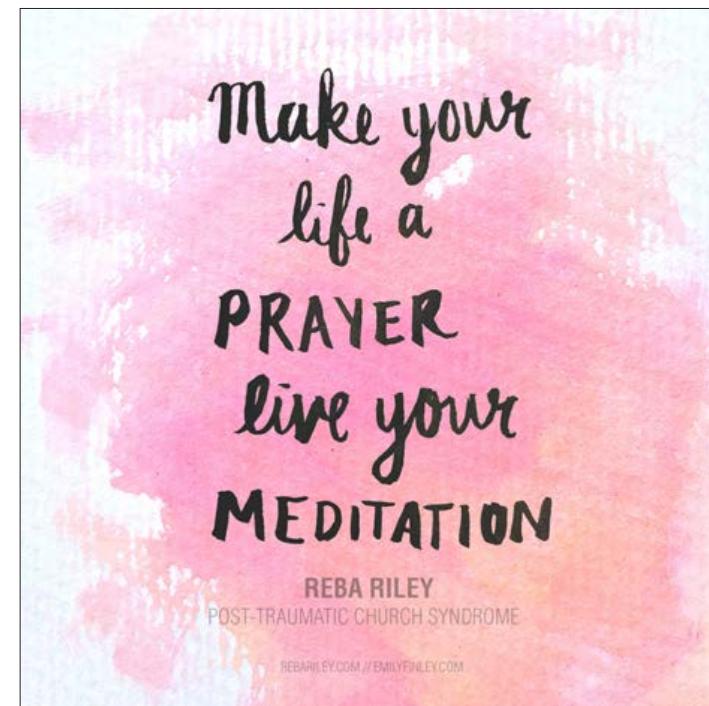
ENVIRONMENTAL HEALTH MURAL

ARTWORK FOR KETTERING ATRIUM //
NIKON D2300, PHOTOSHOP, PENTEL BRUSH PEN

The University of Cincinnati underwent a \$5 million renovation project, turning the atrium of the Kettering Laboratory Complex into a beautiful space for students and faculty. The Chair of Environmental Health, Shuk-Mei Ho, PhD, envisioned a collaboration between the Department of Environmental Health and the College of Design, Architecture, Art, and Planning. Six design students were selected to create artwork representing the department's core values.

After visiting New York City over the summer, I captured the detrimental effects gasoline and other elements can have on the environment through a series of photos, combining and overlaying them in Photoshop. I then used a Pentel Brush Pen, hand lettering a quote from American writer and environmental activist Sidney Sheldon. By treating the Earth with respect, we receive benefits in return.



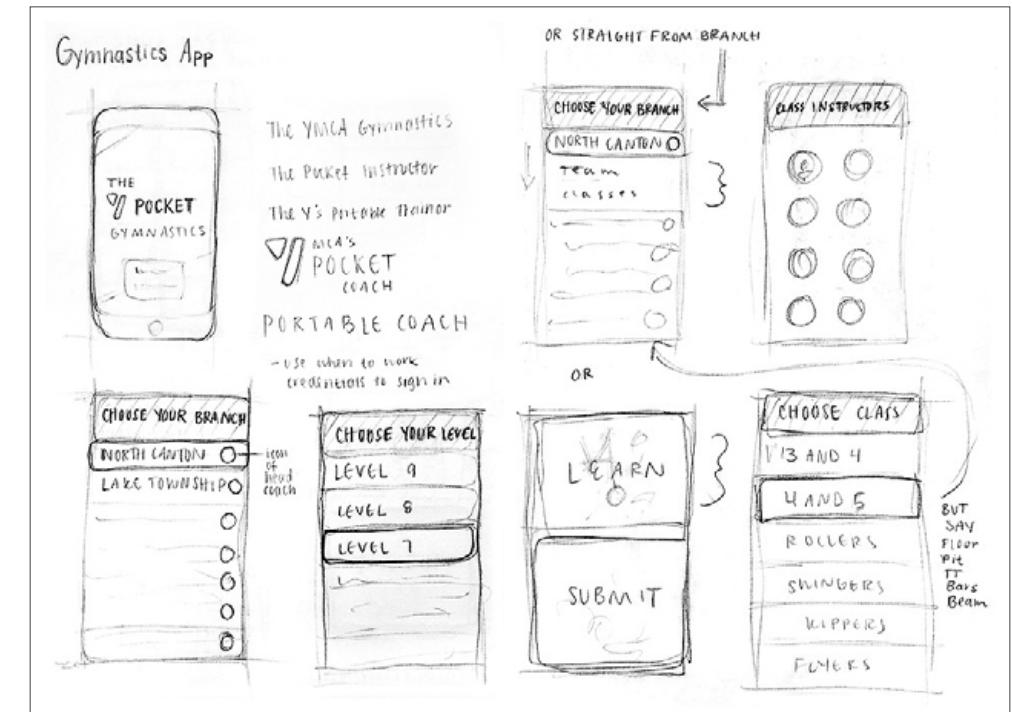


PTCS ARTWORK

ARTWORK FOR REBA RILEY //
PHOTOSHOP, MICRON PEN, PENTEL BRUSH PEN,
WATERCOLOR

Reba Riley, author of Post-Traumatic Church Syndrome (published by Simon & Schuster), is a Christian novelist depicting her journey with religion through a humorous and captivating memoir. While studying different practices, she found adventure, opportunity, and herself. Before going on tour with the author of Eat, Pray, Love, Elizabeth Gilbert, she decided to redesign her social media platform.

Riley wanted to have a series of colorful images to share on Facebook, Instagram, Twitter, and her website, expressing the most popular quotes from her novel. By experimenting with hand lettering and watercolor, manipulating them in Photoshop, I created an organic set of quotes capturing her memoir's best qualities.

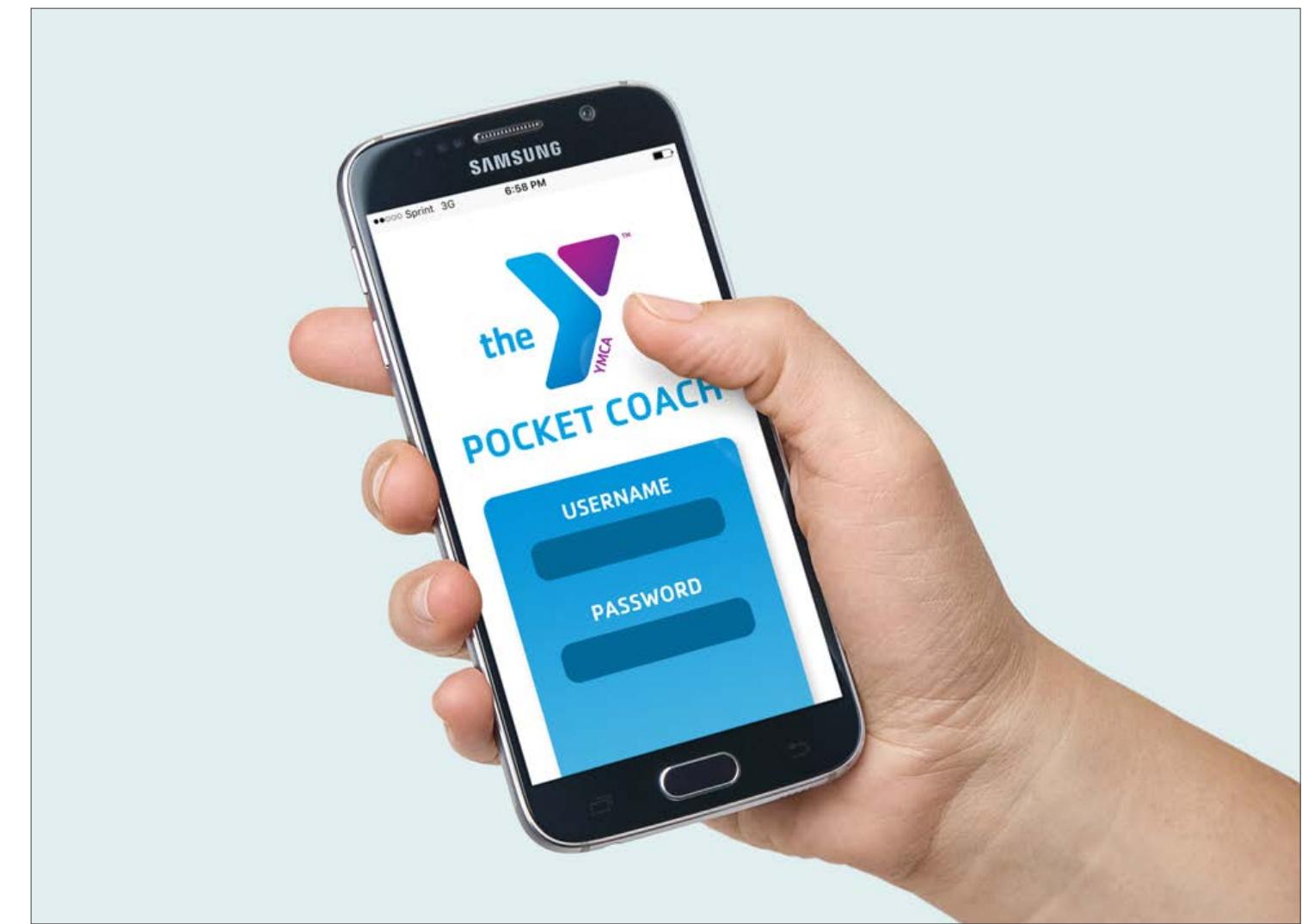
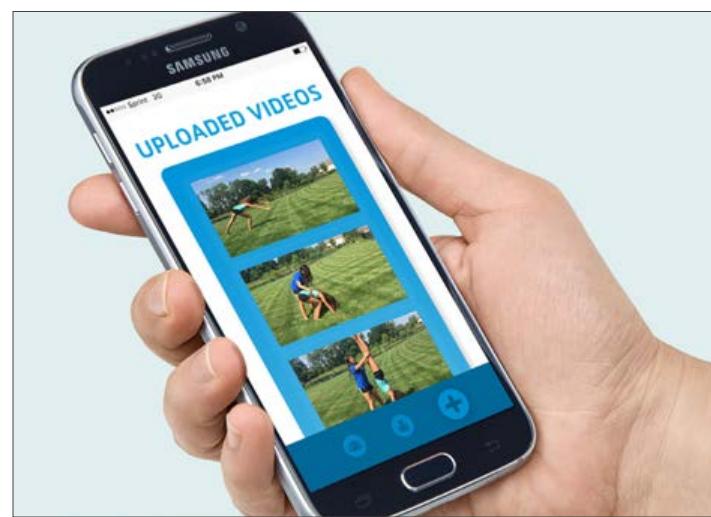
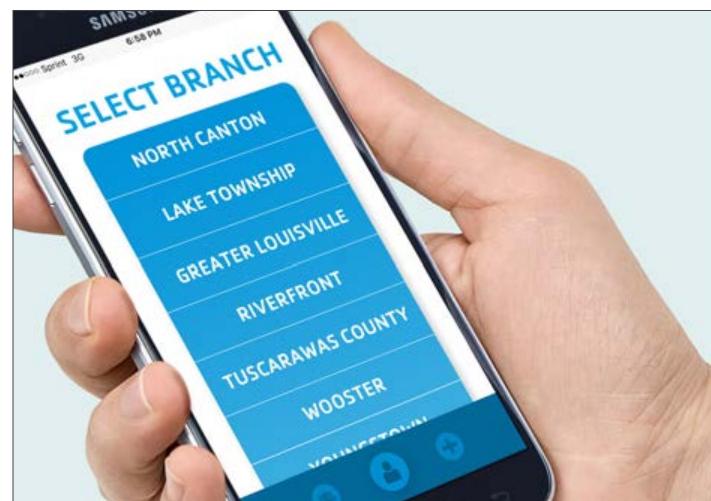


POCKET COACH APP

YMCA APP FOR GYMNASTS & INSTRUCTORS //
PHOTOSHOP, IPHONE 6 CAMERA

As a former gymnast and coach, I have experienced being instructed along with giving the instruction at the YMCA Gymnastics Center. While competing as a gymnast, my teammates and I loved feedback from coaches. As a coach, giving advice or teaching skills was equally rewarding.

I designed an app allowing gymnasts from every level to interact with coaches, using smartphone's video and camera capabilities. Gymnasts can upload videos of them practicing skills at home, submitting them to a YMCA coach to review and offer feedback. Coaches constructive criticism enables gymnasts to practice safely on their own. By creating a safe platform for coaches and gymnasts to connect, Pocket Coach extends practice beyond the confines of a gym.

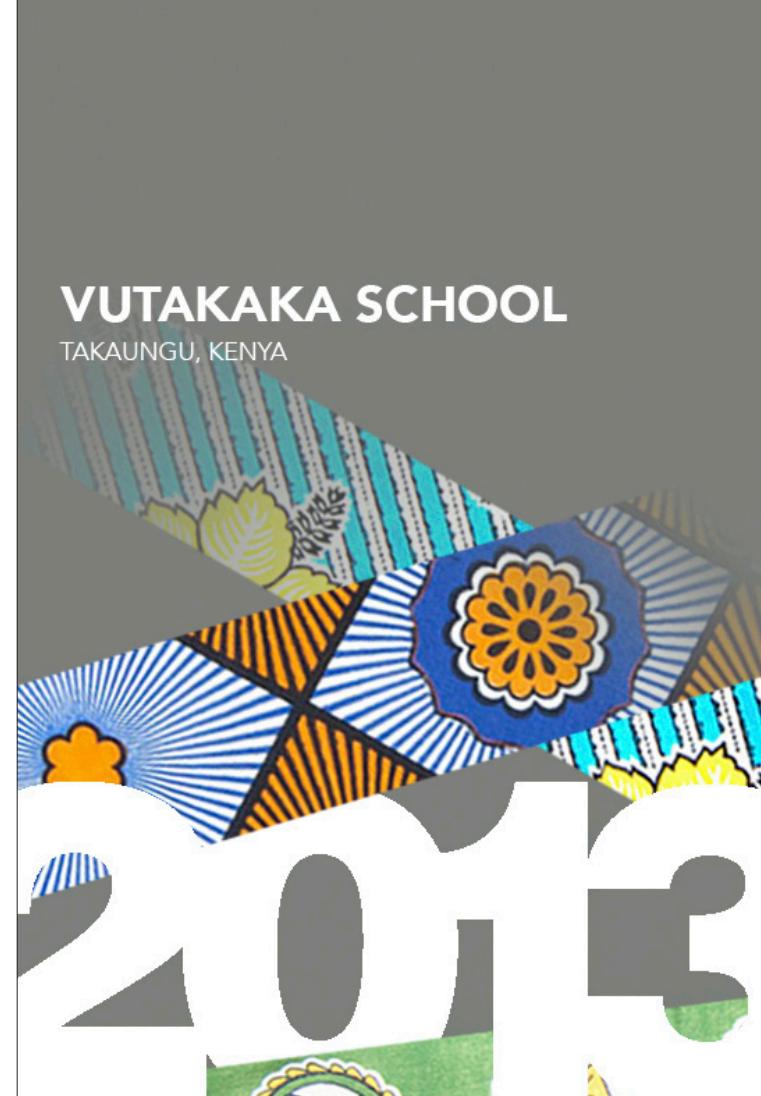
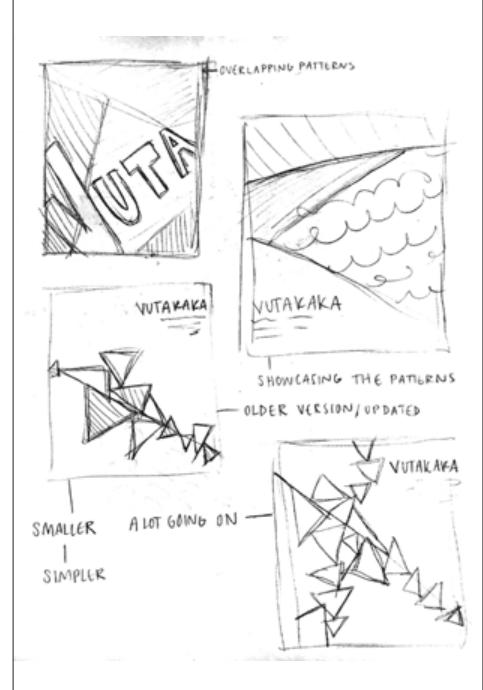


VUTAKAKA YEARBOOK

PUBLISHED VUTAKAKA YEARBOOK //
INDESIGN, PHOTOSHOP

The East African Center is a non-profit organization providing education, medical care, and support to over ten thousand individuals in Eastern Kenya. They consider themselves the bridge between higher and lower income countries, fostering participation through volunteers and human interaction.

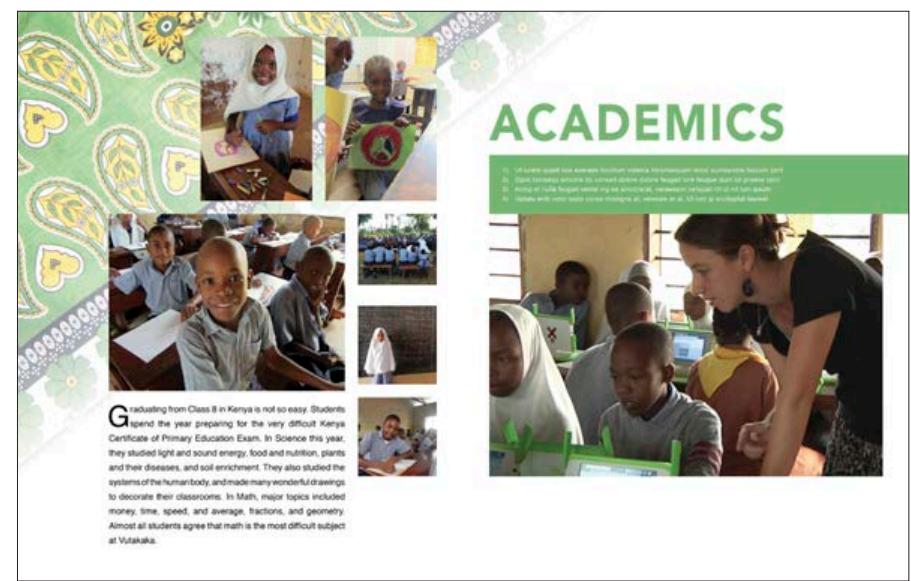
EAC currently supports a school in Takaungu, Kenya. They wanted to create a gift to congratulate their first class of graduating 8th graders, so the Executive Director of EAC reached out to me and my high school's yearbook staff. As the design editor, I brainstormed spreads for the non-profit yearbook. By incorporating traditional patterns made and sold by the locals in the village, the yearbook has a quality of personalization, unique to Takaungu, Kenya.



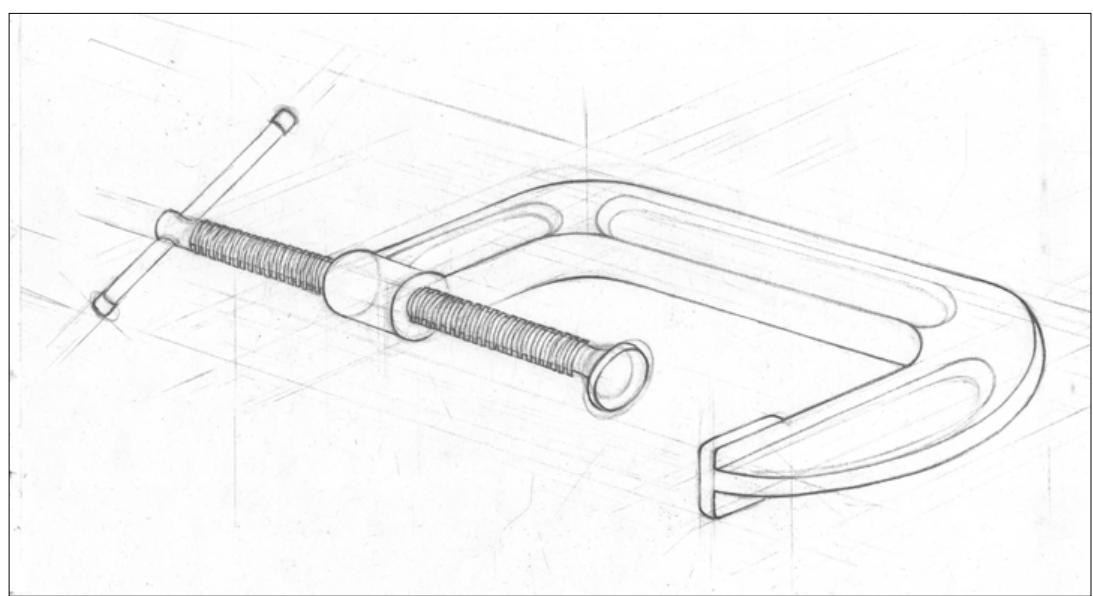
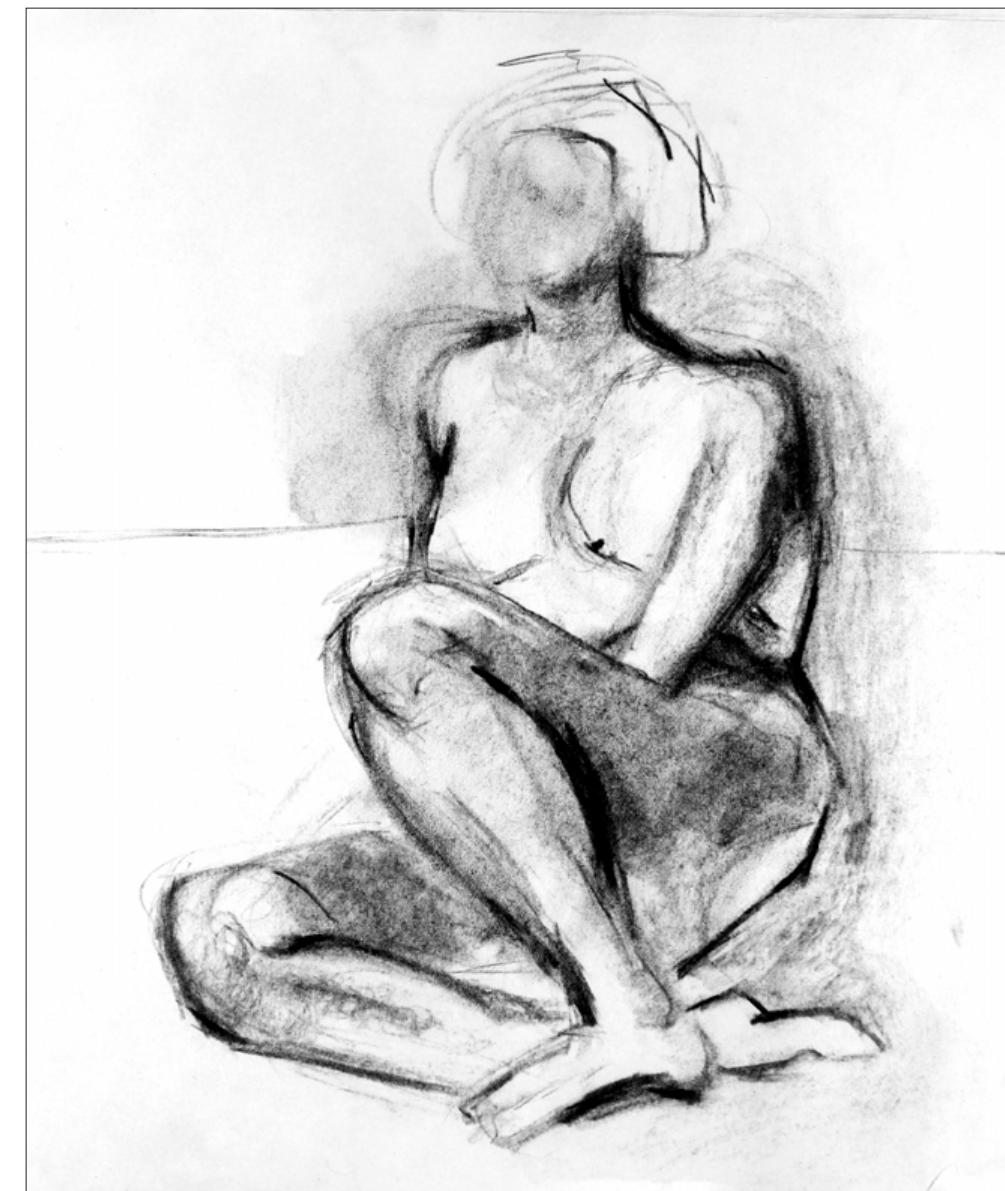
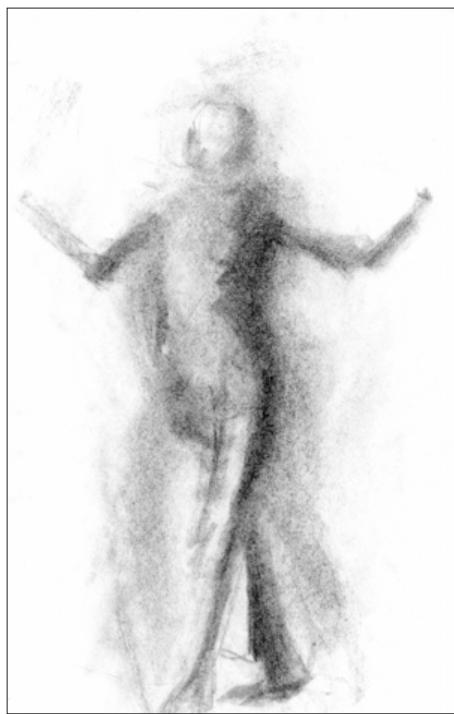
STUDENTS



SPORTS



ACADEMICS



DRAWINGS

OBSERVATION & FIGURE DRAWING //
GRAPHITE PENCIL, KNEADED ERASER, CHARCOAL

Foundations drawing taught the basics of perspective, ellipses, and drawing from observation. The tool study stressed the importance of analysis, obtaining indirect proportions through observation. The maple leaf drawing correlates to Maple Solutions, deriving forms incorporated within the brand from the original leaf. Figure drawing built upon observation and proportions, teaching students about line weight, line suggestion, and activation of space on a bigger scale.

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THANK YOU