EMILY MACON

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www.EmilyMacon.com

EXPERIENCE

ICUEMOTION
May '16 – Present

Lead Visual Designer — San Francisco, CA
Lead Designer under top robotics engineer Bérénice Mettler, Ph.D.

- Develop CueMate visual language, including custom illustrations, animations, and brand guidelines
- Design and code website for CueMate products and iCueMotion R&D Lab
- Develop app UX and UI for iPhone, iPad, and Apple Watch
- Manage beta cohort validating technology and testing UX/UI

EMILY MACON DESIGN
Feb '16 – Present

Freelance Designer — San Francisco, CA
Ad hoc projects for Bay Area startups + misc. visual design requests

- *Feastly*: all emails for Feastly consumers and Feastly Chefs; product site pages, pitch deck
- *Humboldt Legends*: bootstrap responsive website
- *Peyton Barber*: logo for Tampa Bay Buccaneers running back
- *Noh Leftovers*: logo for stop motion recipe company

MARKETBRIDGE
July '13 – Nov '15

Designer — San Francisco, CA

- Promoted from Consultant to custom Design role focusing on data visualization
- Devised training tools for Saks Associates to pitch SaksFirst Credit Cards to consumers
- Reviewed and redesigned 100+ decks

Clients Include:

Consultant — Washington, DC

Humana Doubled active user base by designing infographic-centric content marketing campaigns

Managed 3-person web development team, 13 copy-writers, and 4 Perks partners

Redesigned UX that increased both article page views and time on page by ~20%

Microsoft Created clear pictorial diagrams of convoluted statistical models; lead scoring model based on firmographic & behavioral data

PayPal Prospected 30+ seasonal Association executives advocating PayPal Here over Square

EDUCATION

UNIVERSITY OF VIRGINIA
McIntire School of Commerce, College of Arts & Sciences
GPA: 3.92/4.0, Dean's List all semesters, with Distinction

Double Major:
BS Commerce, BA Studio Art

TYPE@COOPER WEST
Student, 2017-18
Comprehensive study of key typeface design principles: techniques, technology, expression, history, and theory

Created two full character type families via RoboFont

RECOGNITION

Five Points Gallery
Selected for city grant to have artwork on building exterior in Norfolk Arts District

How Business Works textbook
Provided graphs, visuals, and test question bank for Professor Robert Kemp's textbook *How Business Works* now used in most US colleges

2012 Vance and Betty Lee Stickell Award
Chosen as 1 of 15 students recognized nationally based on professors' recommendations, leadership qualities, GPA, & advertising aptitude

'When Worlds Collide'
Selected for two-person University Art Show

Eileen Blaine Rudolph Award 2012
Highest cumulative GPA in sorority class

Tri-Delta Academic Award 2010, 2011 Highest annual GPA in sorority class

Virginian-Pilot Newspaper, Illustrator Political cartoonist for major regional newspaper serving VA & NC; **National Association of Newspaper Editors** 1st place 'Best Illustration,' 2nd place 'Best Political Cartoon'

TOOLS

Adobe Suite: Ps, Ai, Id, An
Procreate
RoboFont, Superpolator, MetricsMachine
HTML, CSS, JavaScript, React
Sketch, InVision
Git

DIVERSIONS

Lettering, Typography
Illustration
Large-scale portrait commissions
Web design consulting
Jewelry design and creation
Running, Travel