

EMILY MACON

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EXPERIENCE

ICUEMOTION

May '16 – Present

Lead Visual Designer — San Francisco, CA

Lead Designer under top robotics engineer Bérénice Mettler, Ph.D.

- Develop app UX and UI for iPhone, iPad, and Apple Watch
- Design and code website for CueMate products and iCueMotion R&D Lab
- Create core brand guidelines and visual language based on focus group data

 DESIGN

Feb '16 – Present

Freelance Designer — San Francisco, CA

Freelance projects for Bay Area startups

- *Feastly*: all emails for Feastly consumers and Feastly Chefs; product site pages, pitch deck
- *Humboldt Legends*: bootstrap responsive website
- *Lingoland*: brand, company name, website, and all marketing assets
- *Travelbank*: Android app leaderboard

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, CA

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

Incoming Student, 2017-18

Comprehensive study of key typeface design principles: techniques, technology, aesthetics, expression, history, and theory

RECOGNITION

How Business Works textbook

Published inside book for providing graphs, visuals, and test question bank for Professor Robert Kemp's textbook 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

HTML, CSS, JavaScript

Sketch

Invision

React

Git

DIVERSIONS

Lettering, Typography

Paper Bytes stationary company

Large-scale portrait commissions

Web Design / Illustration consulting

Jewelry design and creation

Running, Travel