

# Emily G. Macon

(757) 374 0095 | emilygmacon@gmail.com  
2957 Cesar Chavez St, San Francisco CA

## education

### University of Virginia

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

#### Double Major:

BS Commerce

BA Studio Art

## experience

### iCueMotion (Stealth Robotics Startup)

#### 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
- Create core brand guidelines and visual language based on focus group data
- Design and code website for iCueMotion R&D Lab and for CueMate product

May '16 – Present

### «em» Design

#### Freelance Designer — San Francisco, CA

- Humboldt Legends: Developed Bootstrap responsive website
- Lingoland: Created brand, company name, website, and all marketing assets
- Travelbank: Prototyped, user tested, and designed iOS/Android app leaderboard

February '16 – June '16

### MarketBridge

Consulted: Microsoft, PayPal, NetApp, Cisco, HP, NetApp, XO, Humana, Saks, Neiman Marcus, Dell

#### 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+ client-facing decks

July '13 – Nov '15

### 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

## 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 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      Git  
Microsoft Suite      Sketch  
HTML, CSS, JS      Invision

## diversions

Paper Bytes online stationary store  
(www.PaperByt.es)  
Large-scale portrait commissions  
Web Design / Illustration consulting

www.EmilyMacon.com