

# EMILY MACON

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## EXPERIENCE

### EMI ART & DESIGN LLC

*Feb '16 – Present*

#### Freelance Visual Designer — San Francisco, CA

Projects ranging from lettering & illustration to web & product design

- Lead designer for Eliqs (contract) — responsible for logo design & branding, illustrations, >40 custom beer can designs, all marketing collateral, and communications with both client and supply side
- Logos and branding for *Falling in Love with Leah Lamarr* podcast, Peyton Barber, Noh Leftovers, Vitabox, and misc. Bay Area startups
- Web design and implementation for Humboldt Legends
- Email templates, product site pages, and pitch deck for Feastly

### ICUEMOTION

*May '16 – December '18*

#### 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

### MARKETBRIDGE

*July '13 – Nov '15*

#### Designer — San Francisco, CA

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

Redesigned site UX — 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