Emily G. Macon

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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 (concentration: Marketing)
BA Studio Art (concentration: Painting)

activities

Advertising & Marketing *Vice President*
McIntire Integrated Core Experience *Senior Mentor*

UVA Figure Drawing *Teacher*
△ △ △ **Sorority** *Reflections Leaders*

experience

iCueMotion — *May '16 – Present*
Lead Visual Designer — San Francisco, CA

- Lead and only Designer under top roboticist Bérénice Mettler, Ph.D.
- Design and code website for iCueMotion and for the IGC Lab; construct CueMate brand guidelines and language
- Develop all technical patent illustrations & conceptualize platform capabilities via stop motion illustrations
- Collaborate with Engineering team to develop app UX and UI

‹em› Design — *February '16 – June '16*
Freelance Designer — San Francisco, CA

- Humboldt Legends: Developed Bootstrap responsive website for Humboldt Legends and for Triple Junction
- Lingoland: Created brand, company name, website, and all marketing assets
- G&M: Designed and coded Bootstrap responsive website for Law Firm
- Travelbank: Prototyped, user tested, and designed iOS/Android app leaderboard

MarketBridge — *July '13 – Nov '15*
Consulted: Microsoft, PayPal, NetApp, Cisco, HP, NetApp, XO, Humana, Saks, Neiman Marcus, Dell
Designer — San Francisco, CA

- Promoted from Consultant to custom Design role that focused both on strategy and data visualization
- Invented and designed training tools for Saks Associates to successfully pitch SaksFirst Credit Cards to consumers
- Reviewed and redesigned 100+ client-facing decks

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 for client presentations; created lead scoring model based on firmographic & behavioral data

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

BBDO NY — *May '12 – Aug '12*
Account Management & Creative Intern — New York, NY

- Executed start-to-finish survey and focus group exploring social media norms among Millennials
- Presented integrated marketing strategy and rebrand proposal to Monster.com CMO and BBDO CEO

Dr. Robert Kemp, UVA McIntire School of Commerce — *June '10 – Aug '11*
Research Assistant — Charlottesville, VA

- Edited and created test question bank & graphs for top professor's debut business textbook now in most intro classes

recognition

2012 Vance and Betty Lee Stickell Award Chosen as 1 of 15 business students recognized nationally based on criteria including professors' recommendations, leadership qualities, GPA, & advertising aptitude
'When Worlds Collide' Selected for two-person Art Show, shown March 2012
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

hobbies

Stationary: **www.PaperByt.es**
Illustration & Painting
Jewelry Making
Globetrotting
Vintage Comic Books