

Emily G. Macon

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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

Lead Visual Designer — San Francisco, CA

May '16 – Present

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

- Collaborate with Engineering team to develop app UX and UI for iPhone, iPad, and iWatch
- Develop CueMate brand guidelines and visual language; Create trial tutorials, quizzes, surveys; Run focus groups
- Design and code website for iCueMotion R&D Lab and for CueMate product (stealth)
- Develop all technical patent illustrations & conceptualize platform capabilities via stop motion illustrations

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

- Created graphs, visuals, and test question bank for top professor's debut business textbook now used in most US colleges

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