

emily ward

SENIOR DIGITAL DESIGNER



PROFILE

Resourceful, collaborative designer with experience in social media, digital design, email marketing and eCommerce. Looking to take on new challenges and engage with consumers through web, email, social media and user experience design. Highly organized, with a great attention to detail and the ability to think outside the box. Loves coffee, cats and travel. Seeking busy days and a relaxed environment in which to grow and innovate.

EXPERTISE

Adobe Photoshop	<div><div></div></div>
Adobe Illustrator	<div><div></div></div>
Adobe InDesign	<div><div></div></div>
HTML/CSS	<div><div></div></div>
MailChimp	<div><div></div></div>
ExactTarget	<div><div></div></div>
Premier Pro	<div><div></div></div>
Microsoft Office	<div><div></div></div>

SOCIAL

www.theemzo.com

[linkedin.com/in/emward](https://www.linkedin.com/in/emward)

[instagram.com/the_emzo](https://www.instagram.com/the_emzo)

twitter.com/the_emzo

github.com/emward

CONTACT

www.theemzo.com

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651 231 5891

EDUCATION

2001 - 2005	2011 - 2015
Graphic Design	Interactive Design & Marketing
UW-Eau Claire	MCAD

EXPERIENCE

Present

Imagewerks Marketing | Senior Digital Designer

Responsible for envisioning and designing cutting-edge and intuitive front-end digital for web, social media, mobile, email and eCommerce platforms.

- Design, develop and build mobile-first email templates for all five retail banners in Salesforce/ExactTarget
- Brainstorm strategy and execute for web, social, email and eCommerce visual campaigns
- Build and manage editorial calendar to house and share marketing assets
- Translate design requirements into wireframes and mockups
- Collaborate with stakeholders to ensure consistency of brand identity and to ensure graphic solutions are optimized for performance, usability and audience engagement
- Art direct photo and video shoots, mentor junior designers and other creative team members
- Build and manage web pages and assets in content management systems

2011 - 2015

Lifetouch Portrait Studios | Graphic Designer

Design and develop all print creative and web assets for Target Portrait Studios, Cilent Photography, and Flash! Portrait Studios.

- Design and develop responsive email, social media and website graphics
- Lead the redesign of Target Portrait Studio marketing site and the creative development of the eCommerce site for all studio brands
- Create large in-store displays, magazine ads, and direct mail pieces for all photography brands
- Create mock ups, wireframes, collateral and marketing brand standards
- Responsible for training, project management and development of junior designers and creative interns

2008 - 2011

StayWell Health Management | Graphic Designer

Create program designs and materials to support health-related campaigns that promote health management and a healthy lifestyle for Fortune 500 companies.

- Design client engagement packages, which include brochures, postcards, wallet cards and other materials for over 25 clients per year
- Coordinate with external vendors and partners
- Create and maintain 100s of documents for client use in an Online Toolkit
- Manage the pre-press process and attend press checks

2006 - 2008

Internet Broadcasting Systems | Campaign Specialist

Coordinated the production of all the digital campaign project deliverables for many television news websites.

- Manage the production process for 50+ campaigns on up to five television news websites simultaneously
- Coordinate with many departments such as design, programming, ad trafficking and the client team
- Maintain good relationships with station account reps and internal teams
- Ensure that all project deliverables met expectations in a timely manner