

emily ward

SENIOR DIGITAL DESIGNER



PROFILE

A resourceful designer who brings the client's ideas to life. Loves clean lines, challenging projects and the pursuit of the perfect solution to any problem. Collaborates well with others. Seeking new ways to apply a wide variety of skills including digital design, UX design, and web design. Experienced in social media, email and eCommerce marketing. Interested in working for a company with busy days, a relaxed environment and lots of coffee.

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
instagram.com/the_emzo
twitter.com/the_emzo
github.com/emward

CONTACT

www.theemzo.com
wardet31@gmail.com
651 231 5891

EXPERIENCE

Present

Imagewerks Marketing | Senior Digital Designer

Build in-house email marketing initiatives from scratch. Design, develop and deploy responsive email campaigns through Salesforce/ExactTarget. Create digital assets across multiple platforms including social media, web and mobile apps. Design eCommerce assets to promote initiatives across multiple platforms. Work within CMS to manage web content. Collaborate with client teams and other agencies on business and marketing initiatives across 5 retail banners and internal brands. Art direct photo and video shoots, mentor junior designers.

2011 - 2015

Lifetouch Portrait Studios | Graphic Designer

Design and develop responsive email, social media and website graphics. Create large in-store displays, magazine ads, and direct mail pieces for 3 retail photography brands. Process images for print and color correct or enhance photos as needed. Create mock ups, wireframes, collateral and brand standards for marketing and eCommerce website initiatives. Advise interns and junior designers while managing their work flow. Task management in Filemaker.

2008 - 2011

StayWell Health Management | Graphic Designer

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 on-site in an Online Toolkit. Manage the pre-press process and attend press checks. Create content and program designs to support health related campaigns and promote a healthy lifestyle for Fortune 500 companies.

EDUCATION

2001 - 2005

Graphic Design

UW-Eau Claire

2011 - 2015

Interactive Design & Marketing

Minneapolis College of Art & Design