

EMMA DAUGHERTY

Digital Graphic Designer

Sunbury, Ohio, USA

emma@emmadaugherty.com

614.338.5495

emmadaugherty.com

Education

Ashland University

B.S. Graphic Design

2012-2016

Skills

Photoshop, Illustrator, InDesign, Web Design, Responsive Design, Concepting, Art Direction, Layout, Typography, Print Design, Social and Paid Media, Photography, Presentation, Google Slides, JIRA, Zeplin, Scene7, Cascade, AfterEffects, Working knowledge of HTML & CSS.

Character

Self-Motivated, Organized, Detail Oriented, Collaborative, Leader, Problem-solver, Innovative, Communicative, Flexible, Positive, Fast-Paced, Proactive, Consistent, Strategic, Accountable.

Clifton Strengths

1. Achiever 2. Futuristic 3. Learner
4. Individualistic 5. Competitive

I am a seasoned designer with managerial and art direction experience specializing in the digital space for retail/e-commerce. I strive to create work that is both beautiful and functional for the customer. I love to learn, innovate and collaborate and am always willing to take on a challenge.

Senior Graphic Designer

Lane Bryant | New Albany, OH | 2020 - Present

Concept, design and deliver a variety of site experiences for LaneBryant.com ranging from landing pages to homepage updates.

Oversee direct reports workload, ensure projects reflect the brand and abide by project briefs, provide training & mentorship, advise on goal-setting and participate in performance reviews.

Work with Creative Director, Art Director, Producer and Crew to concept, direct and shoot laydown photography.

Graphic Designer

Support the Creative Director on omni-channel campaign and brand development efforts including concepting for photoshoots, seasonal art direction, and presentation creation.

Work with Art Director, Copy and Marketing teams to concept and design daily marketing emails as well as some larger sale campaigns.

Design and manage all digital ad production for Facebook, Instagram, Google Discovery and Pinterest.

Web Designer

Justice | New Albany, OH | 2016 - 2020

Act as both Lead Designer and Mentor of the Site Experience Sector of the Web Design Team.

Concept, design and deliver a variety of digital work including site experiences, homepages, emails and paid & social media.

Provide innovative, beautiful and user-friendly solutions to design challenges; ensuring campaign goals, brand identity and visual systems are upheld and designs are cohesive across platforms.

Implement any UX research, data or insight obtained from partners, and use it to inform the teams design decisions.

Present creative to members of Marketing Leadership.