

EMILY O'MASTERS

CONTACT

Charlotte, NC
emily@byemcreative.com
(559)981-0089
linkedin.com/in/emilyomasters
byemcreative.com

EDUCATION

Graphic Design, BFA

Concentration in Interactive
Multimedia

Media, Communications, & Journalism, Minor

California State University, Fresno
summa cum laude
Aug. 2018 - May. 2021

Affiliations | Graphic Design Club

Awards | Silver ADDY in Packaging
Design by the American Advertising
Federation (*awarded 2021*)

SOFTWARE

Adobe Photoshop
Adobe Illustrator
Adobe InDesign
Adobe XD
Adobe AfterEffects
Adobe Premiere Pro
Figma
Showit
Squarespace

SKILLS

Brand Strategy & Design
Mobile & Web Design
UX/UI Design
Social Media Content Creation
Storyboarding & Visual Prototyping
Editorial & Advertising Design

Graphic Designer, UI/UX Strategist

Disciplined graphic designer and branding professional cultivating creative growth, visual communication strategies, and seamlessly integrating design and UI/UX methodologies to tackle creative challenges head-on.

EXPERIENCE

Contract Brand Designer | Jul. 2023 - Present

By Em Creative Design

- Direct brand strategy development for clientele, fostering interpersonal client communications to understand business objectives, target audience, and market positioning
- Develop cohesive brand identities, including brand messaging, visual identity, and brand positioning strategies for clients
- Structure and integrate SaaS system processes for client and project management
- Strategically design interactive, educational, and visual content based on brand pillars to increase business brand awareness

Designer, Social Media & Studio Assistant | Apr. 2021 - May. 2022

Capture Life Events Photography

- Spearheaded studio website redesign and promoted booking retention by pinpointing user experience pain points and implementing optimized navigation and cohesive branding
- Brainstormed and produced social media and digital design marketing campaigns to increase brand awareness and rate of clients booked, resulting in a 15% growth in followers across social platforms
- Facilitated and assisted with in-person and over the phone client experience and booking solutions

Web & Graphic Design Intern | Mar. 2021 - May. 2021

Archer & Hound Advertising

- Collaborated with a matrixed team of designers and strategists to create social media graphics, including informational, trending, and user-interactive content
- Tailored brand guidelines and maintained file organization systems for multiple clients
- Assisted lead web developer with front-end updates of client websites
- Contributed to agency and stakeholder development meetings for internal marketing objectives and client marketing campaigns

Graphic Designer | Apr. 2019 - Aug. 2021

Fresno State University Student Housing

- Planned, researched, and created multiple graphic elements including social media content, web design concepts, and video presentations, resulting in a 17% application increase and increased student involvement
- Collaborated with marketing leadership to develop a content strategy and content calendar based on audience analytics and key metrics
- Executed the design and transition of digital and print assets to conform to updated University branding standards