

EMILY O'MASTERS




Hi! I'm Emily (she/her). I'm a Charlotte based branding and graphic designer with a background in marketing and communications, an affinity for using too many exclamation marks in an email, and obsession with making all things stunning. I have always viewed design as an integral part of communication, and seek a collaborative environment where teamwork, hardwork, and attention to detail meet to create stunning work that converts.


CONTACT


emily@byemcreative.com

559-981-0089

byemcreative.com

 [becstudio](#)

 [byemcreativestudio](#)

 [@byemcreative](#)

EDUCATION

California State University, Fresno

Class of 2021

Summa Cum Laude

BFA Graphic Design

Interactive Multimedia Design
emphasis

Minor

Media, Communications, Journalism

Relevant Coursework

Data and Design
Professional Practices in GD
Interaction of Color
Design Practicum
Interaction Design

SKILLS

Practical

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe XD

Adobe AfterEffects

Adobe Premiere Pro

Google Suite

macOS

Personal

Brand Strategy and Design

UI/UX Research and Wireframing

Social Media Management

Brand Strategy and Design

UI/UX Research and Wireframing

Creative Collaboration

Project Multitasking and Management

AWARDS

American Advertising Awards Federation

Silver ADDY

Sales & Marketing | Packaging

Grounds Coffee

EXPERIENCE

By Em Creative (BEC) Studio

Founder and Creative Director (Jun '22- Present)

- Develop studio business plan for marketing, sales, client management, and project management
- Lead brand strategy development for clientele, collaborating closely with clients to understand their business objectives, target audience, and market positioning.
- Develop cohesive brand identities, including brand messaging, visual identity, and brand positioning strategies.

Capture Life Events Photography

Graphic Designer, Social Media Manager, & Studio Assistant (Apr '21 - May '22)

- Brainstormed and produced social media and digital design marketing campaigns to increase engagement and grow studio clientele base
- Curated social media feed by implementing cohesive branding across all platforms to ensure a consistent and professional visual presence, resulting in an 8% increase in followers
- Provided administrative support, including responding to emails, answering phone calls, and managing client inquiries
- Spearheaded studio website redesign for improved user experience and booking retention by pinpointing pain points and implementing optimized navigation and updated branding

Archer & Hound Advertising

Web Design and Development Intern (Mar '21 - May '21)

- Collaborated with social media manager and lead graphic designer to create social media graphics for clients in industries ranging from healthcare to tourism.
- Used data driven research via user testing to design clients' website UI/UX
- Customized brand discovery guides, brand guidelines, and file organization systems for multiple clients
- Assisted lead web developer with front-end updates of client websites
- Participated in team brainstorming sessions for internal marketing objectives and client marketing campaigns

Fresno State Student Housing

Graphic Designer (Apr '19 - Aug '21)

- Designed graphics, graphic elements, and layouts for digital and print publications marketed towards current and prospective students
- Collaborated with marketing team to conceptualize and create monthly digital publication content aimed to increase student involvement
- Produced and edited multiple 15-90 second promotional and educational videos to be shared across University platforms
- Created custom illustrations and graphics for use across University housing social media platforms
- Responsible for redesigning all print and digital documents following the updated University branding guidelines