

EMWILL

EMILY WILLIAMS

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West Chester, PA 19382

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ACHIEVEMENTS

*Kanbar College of Design,
Engineering, and Commerce
Excellence in Graphic Design Award
2020*

*Eileen Martinson Fund Recipient
2020*

*Athletic Scholarship
2016–2020*

*Advisor of Alpha Lambda Delta
Honors Society
2018–2020*

*AIGA Member
2018–2020*

*Vice President of Alpha Lambda
Delta Honors Society
2017–2018*

SKILLS

*Adobe Creative Suite (InDesign,
Illustrator, Photoshop, XD)*

Microsoft Suite

Sketch

Figma

Photography

Hootsuite Certified

Web Design

Branding

Package Design

VOLUNTEER

*Volunteer Firefighter
Fame Fire Co. No.3
3rd Class Firefighter*

Sow Good Now

Youth Sports Philanthropist

EDUCATION

Graphic Design Communication

Bachelor of Science, May 2020, SUMMA CUM LAUDE
Thomas Jefferson University (Philadelphia University)
GPA: 3.84 | Awarded Dean's List: 2016 – 2020

EXPERIENCE

Graphic Designer

Skigital LLC | West Chester, PA | Jul. 2023–Present

Collaborate with a multitude of clients across different industries to understand their unique branding and marketing needs. Develop visually appealing and effective digital assets, including website graphics, social media visuals, and email campaigns. Work closely with cross-functional teams, including content creators and marketing strategists, to ensure cohesive and integrated campaigns.

Graphic Designer

LPL Financial | Fort Mill, SC (Remote) | Apr. 2023–Jul. 2023

Created visually striking and user-friendly digital assets for the company's website, social media channels, and email campaigns. Collaborated with the marketing team to contribute to the development and maintenance of the company's visual identity.

Visual Designer

Kroger | Cincinnati, OH (Remote) | Oct. 2022–Mar. 2023

Worked closely with marketers, copywriters, designers, web developers and strategists to create designs and prototype pages of the Kroger website and blog. Diligently utilized Photoshop and Sketch to create a wide variety of imagery that matched the brand guidelines. Pivoted from Sketch to Figma and integrated into normal processes for approvals. Proved strong process and project management skills working on multiple projects at a time.

Graphic Designer

Ursinus College | Collegeville, PA | Feb. 2021–Oct. 2022

Conceptualized, designed, and implemented print and digital marketing materials that creatively and accurately reflected the college's brand. Supported undergraduate admission and enrollment as well as other departments across campus. Oversaw the production of Ursinus Magazine from concept to completion, developed digital content for social media, communicated with vendors, and managed project production to ensure that all collateral was produced on-time and was in compliance with the college's brand. Developed promotional materials for campus events and activities.

Graphic Designer

Endeavor Athletic | Philadelphia, PA | June 2020–Jan. 2021

Collaborated with marketing team on different facets of the brand. Reported to the brand manager on branding, collateral, and social media design. Designed email, post, ad templates, and gifs for all social media platforms.

Freelance Graphic Designer

PA SEED | Downingtown, PA | May 2020–Jul. 2022

Worked to maintain the brand and website of PA SEED. Used various web building platforms to create and update pages for a better UI/UX experience.

Sow Good Now | Malvern, PA | May 2018–Dec. 2022

Created branding materials such as business cards, one pagers, introductory packets, and brochures that increased brand awareness and understanding of the non-profit. Oversaw the brand consistency across all platforms including web, and social media.