

EMMA CRAINE

EXPERIENCE

Schafer Condon Carter, Chicago, IL

Studio Designer + Art Director

March 2021 - Present + March 2022 - Present

Studio Designer

Design and execute 1,500+ assets for print and digital environments across clients including Kellogg's, Chicago Cubs, P&G Professional, Casey's, Danone North America, First Midwest Bank, Chamberlain, Solo, Federalist Wines, and Enova. Work with strategy, performance media, and account management teams to ensure accurate development of client needs. Interpret complex design and strategy briefs into palpable layouts and executions—for Kellogg's, garnering up to 2,500% increase in user engagement on web. Conceptualize and produce logo marks—with *goodstop by Casey's* exhibited at 32 retail locations across multiple states. Build out brand guidelines for campaign and branding needs. Closely collaborate with copywriters to produce well-rounded assets. Master time and budget constraints as part of the design process. Balance multiple clients and projects simultaneously. Establish internal Content & Design team processes for efficient workflow. Instruct 2 Junior Designers in navigating production tasks, design challenges, and client histories. Produce over 300 high fidelity retouched images for print and digital use. Ensure final designs are press ready and built according to vendor specifications.

Art Director

Conceptualize, lead, and execute video shoots with budgets up to \$200,000 for Ideal Electrical and Trades Nation under multiple company verticals including retail, events, and web. Develop storyboards and shot lists to effectively communicate creative vision. Resolve casting, wardrobe, propping, and location as part of pre-production planning. Collaborate with outside production companies and internal production teams to ensure success of client's vision while maintaining creative integrity on tight timelines. Provide direction on post-production cuts to certify accurate development of creative vision.

Jr. Studio Designer

Nov 2019 - March 2021

Leverage existing brand standards and campaign looks to create on-brand layouts for sell sheets, POS items, PR collateral, OOH, organic and paid social, animated and static display banners, PPT and Keynote presentations, websites, and E-blasts. Keyline and vet existing assets to ensure files are properly built to vendor specifications.

Freelance, Chicago, IL

Graphic Designer

January 2018 - November 2019

Design and execute assets for web, mobile applications, and print. Promptly understand client needs and brand philosophies to successfully complete short turn-around times. Utilize existing brand standards to generate genuine products. Clients include McDonald's, Gortex, and AMA Freida.

EDUCATION

School of the Art Institute of Chicago, Chicago, IL

BFA in Studio

(Visual Communication Design and Designed Objects pathways)

Aug 2016 - May 2019

Virginia Commonwealth University, Richmond, VA

School of the Arts (Art Foundation)

Aug 2015 - May 2016

SKILLS

- Typography
- Iconography
- Branding
- UI/UX
- Retouching
- Pre-press/Keylining
- File Optimization

TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Adobe XD
- Adobe Media Encoder
- Adobe Bridge
- Microsoft Word
- Microsoft PowerPoint
- Microsoft Excel
- Keynote
- Invision
- Sketch
- Rhinoceros
- Keyshot

QUALITIES

- Organized
- Proactive
- Flexible
- Driven
- Excellent Communicator
- Skilled Presenter
- Collaborative
- Analytical