

EMMA BROWN

GRAPHIC & VISUAL DESIGNER

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Norwalk, CT USA 



OVERVIEW

Highly skilled and experienced graphic, website and email marketing designer with a strong background in creating visually appealing designs for both print and digital platforms. Proven ability to produce high-quality work while meeting tight deadlines. Strong understanding of design principles and user experience with an eye for detail and drive for growth. Adaptive and eager to face new challenges and acclimate to new platforms, formats and trends.

AWARDS

**LOUISA STONE
STEVENSON PRIZE**
Excellence in Chemistry | 2015

EDUCATION

MOUNT HOLYOKE COLLEGE
Bachelor of Arts | Chemistry
South Hadley, MA | 2017

WOOSTER SCHOOL
High School Diploma | Honor Roll
Danbury, CT | 2012

SKILLS

Adobe Illustrator

Adobe InDesign

Adobe XD

Adobe Photoshop

Powerpoint / Apple Keynote

HTML / CSS

Adobe After Effects

Adobe 3D (Stager / Dimension)

Responsive HTML Email Design

Mailchimp, Custom Templates

3D Rendering & Animation

Web Development

Shopify / Squarespace

Visual Branding

WORK & EXPERIENCE

DESIGNER & CONTENT CREATOR

[L]earned Media | New York, NY | 2020 - Present

- Worked with a diverse range of clients on everything from web design, print marketing to social media curation and product visualization.
- Regularly coordinated with clients and colleagues to develop engaging and polished designs that work seamlessly within their existing marketing strategy.
- Designed and provided creative direction for 10+ websites and landing pages and created functional prototypes.
- Managed email marketing for 10+ clients across diverse industries. Created emails and custom templates using HTML/CSS while ensuring both responsiveness, cross-platform compatibility and brand consistency.
- Created both digital and print marketing materials including: pitch decks and presentations, informational brochures and booklets, mailers and cross-platform social media advertisements.

CREATIVE DIRECTOR

Greens Ledge Light Preservation Society | Rowayton, CT | 2022 - Present

- Designed, developed and launched a re-designed website with a refined brand-identity.
- Created printed fundraising mailers, promotional materials and custom branded merchandise.
- Spearheaded a partnership with Matterport to create the first, virtually-tourable lighthouse.
- Revamped giving to provide donors with new ways to contribute via digital donation processing and an online store. Through these initiatives, we have been able to raise over \$100K over the last year.

GRAPHIC, VISUAL & WEB DESIGNER

Freelance | 2020 - Present

- Worked on a freelance basis for a number of different clients on everything from web design and development, email marketing, 3D animation and product visualization, and print brochures.
- My freelance clients have included: Licorice.com, The Delic, Mark Robichaux, Brutus Broth and WeWork.

SOCIAL MEDIA ASSISTANT

Natalie Zfat Inc. | 2021

- Created Canva templates, image posts, animations, Instagram reels and stories, video clips and other social media assets for several Natalie Zfat clients.

EXECUTIVE DIRECTOR, BUSINESS DEVELOPMENT

Bionova, Inc. | Long Island City, NY | 2019 - 2020

- Spearheaded a number of projects including the design and development of two new e-commerce websites
- Revamped social media and digital marketing initiatives, seeing a 7-fold increase in reach and engagement.
- Coordinated our online rollout with a new major retail partner by setting up the onboarding, order monitoring, and backend shipping system.
- Developed graphics, digital illustrations, animations and layouts for online retail partners and on social media.