

Emma Spivack

www.emmaspivack.com

Emma is an outgoing, creative, adaptable team player with exceptional design skills. Passionate about relationship building, she thrives in collaborative environments as well as independently to research, design and produce print collateral, online display ads and other support materials. Works in consort with copywriters, web designers, strategic leaders, data analysts and account teams to meet and exceed client goals and expectations.

EXPERIENCE

EAB Global LLC., Art Director

04/2016 – Current

- Research, design and produce on-brand direct mail campaigns, display ads, and visit materials, while ensuring timely, high quality production for twenty-two partner Colleges and Universities.
- Executed over 250 digital display ads in 2019, reflecting visual best practices and following company call-to-action strategies.
- Diagnosed discrepancies in client branding and photography in print, display ads, landing pages and client's URL. Worked with web designers to ensure institutional brand standards are seamless user-centered experiences in all applications.
- Testing and research to support an implementation of Adobe CC Libraries to streamline creative work-flow, increase efficiency in asset accessibility, and cross-department collaboration. Research points to 10% increase in productivity.
- Active member of Interdepartmental Communications Task Force. Collaborated to survey results to gather quantitative research, define, and craft content for communication best practices for all local employees. Owned content design, utilizing corporate brand assets and style sheets, critical in securing leadership buy-in.
- Aligned Steven's Institute of Technology's re-brand with a visual strategy to increase female applicant pool. Client saw 70% increase in female submissions, meeting and exceeding goals.
- Engagement Council Representative • HYPE Member • Women at EAB Infinity Group

Appomattox Regional Governor's High School, Graphic and Industrial Design Instructor

08/2016 – 04/2017, Petersburg, VA

- Planned and delivered syllabus for five courses, lead discussions and formed relationships with seventy + 9th, 10th, 11th and 12th grade students.
- Scholastic Art and Writing Gold Student Teacher Award

Rockin' Baby, LLC., Senior Graphic Designer and Marketing Coordinator

08/2015 – 12/2015, Richmond, VA

- Produced Facebook graphics, publication advertising, event sign-age and in-store POP.
- Ensured visual communications were consistently on-brand and marketing strategies
- Provided creative briefs and art direction to junior designer

TOOLBOX

Adobe Photoshop	● ● ● ● ●
Adobe InDesign	● ● ● ● ●
Adobe Illustrator	● ● ● ● ●
Adobe Bridge	● ● ● ● ●
Adobe XD	● ● ● ● ●
CC Libraries & CSS	● ● ● ● ●
MS Office Suite	● ● ● ● ●
Workfront	● ● ● ● ●
Slack	● ● ● ● ●
Confluence	● ● ● ● ●
French Press	● ● ● ● ●

SECONDARY TOOLBOX



SKILLS

Advanced visual communication methodology including typographic hierarchy, color sensitivity for online, print and visually impaired, and brand continuity

Digital advertising design for Google Responsive Ads Facebook / Instagram

Basic SEO, paid and organic, keywords and strategy

Using data, audience empathy, and timing to make evidence based design decisions.

Technical accuracy and attention to detail

Strong verbal communications

Listening

Leadership

Customer service

Staying human

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Baby Jogger, LLC, Graphic Designer

08/2012 - 05/2014, Richmond, VA

- Logo design and consumer packaging re-brand, completed 150 box templates and procured prototypes for international trade show
- Researched and presented competitive research boards for VP of Brand Marketing
- Produced comprehensive website audit during discovery phase of re-branding initiative
- Formatted internal materials to support customer service, sales, and training efforts

VOLUNTEER

Appomattox Regional Governor's School, Adjudicator

Girls on the Run, Running Buddy

Higher Achievement, Newsletter Design

William Fox Elementary, PTA Art Auction - Food Chair

The Girl Child Network of Zimbabwe, Event Marketing Coordinator

EDUCATION

1995	ART INSTITUTE of SEATTLE	1999	UNIVERSITY of WASHINGTON
1997	VISUAL COMMUNICATIONS: Art Direction, Illustration, Graphic Design	2001	B.S. INTERDISCIPLINARY VISUAL ARTS: Printmaking, Public Art MINOR: ARCHITECTURE

PROCESS

