

Emily Gould

portfolio / emgould.com

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Digital Designer with 4+ years of experience working on static and motion marketing graphics, event posters, and assisting in web layout, packaging design, and video editing.

education

Bachelor of Science, Engineering, Creative Technology and Design / Magna Cum Laude
University of Colorado at Boulder, 2020

experience

Digital Designer, Just Food For Dogs / May 2023 - Present

Pet food brand with a valuation of over \$100M

- **Designed email marketing campaigns**
- **Designed social + marketing graphics**
- Used strong copywriting skills to consolidate product information and blog posts into shoppable emails
- Designed Amazon banners, static ads, **motion and video ads**, and brand store collateral resulting in over 25% higher sales
- Created window clings and store promotional material
- Designed visually compelling and highly organized **infographics and print ads**

Digital Graphic Designer, Outward Hound / February 2021 - May 2023

Pet brand with 50+ employees and over \$10m in revenue

- **Designed email marketing campaigns** resulting in 40% CTR and >\$25K in revenue
- **Designed social + marketing graphics** for 4 distinct subbrand identities simultaneously resulting in 200% higher engagement YoY
- Created and assisted in **packaging asset design**
- Mentored several coworkers and assisted in creating SOP for software training
- Created **feature ad cut videos** for new products
- Developed templates for + created over 100 product description photos per quarter
- Designed visually compelling and highly organized **infographics and print ads**
- Edited photos and videos to correct color grading and remove distractions

Graphic Designer, Corepower Yoga on the Hill / April 2019 - March 2020

Yoga Studio in Boulder, Colorado with over 300 monthly members

- Designed and created print flyers for upcoming events at the studio, resulting in 20% higher SOV and consistently full classes and events
- Designed and created informational flyers for member benefits and studio practices

key skills

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere
- Adobe InDesign
- Canva
- Figma
- Javascript / CSS
- Blender
- Microsoft Word, PPT, Excel
- Visual communication
- User experience design
- Branding and identity
- Typography
- Motion Design