

Emily Gould

portfolio / emgould.com

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Digital Designer with 5+ years of experience working on static and motion marketing graphics, event posters, infographics, web layouts, packaging designs, 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

- Developed & applied on-brand campaigns & design systems across digital and print channels; DTC, Amazon, web, social, digital display, and brick and mortar
- **Designed email marketing campaigns** with 40% CTR
- **Designed social + marketing graphics** for campaigns resulting in +2,000 followers
- Used strong **copywriting** skills to consolidate relevant product information and blog posts into shoppable emails and product description pages
- Designed static ads and **motion and video ads** resulting in over 25% higher sales
- 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