Emily C. Geering
Designer & Artist

Experience

Senior Graphic Designer / Scaled Agile, Inc.
June 2022 – Present
- Maintaining consistent brand identity across all platforms, from digital to print media
- Creating visual assets like iconography, badges, illustrations, and banners
- Building elearning content in LMS tools
- Cross-collaboration with instructional designers and subject matter experts to develop visual learning assets with our end user in mind
- Implementing accessibility & DEI into designs (color contrast, cognitive load, legibility, user representation)
- Prototyping page layouts in Figma

Learning Experience Designer / McGraw Hill
Nov. 2016 – June 2022
- Collaborated with educational writers to format complex material into comprehensible layout designs for digital and print programs.
- Created style guides for internal and vendor use.
- Performed user research through interviewing educators and learners. Analyze and organize collected data into insights by constructing user flows and wireframes.
- Actively keeping accessibility, empathy, and equity in design decisions.

Freelance Designer / Emgem.Design
Nov. 2015 – June 2022
- Designed brand identity/logo for startups.
- Custom illustration commissions.
- Constructed interior page layouts, flyers, and web designs for various clients.

Creative Intern / E & J Gallo Winery
Aug. 2015 – Nov. 2015
- Conceptualized branding and promotions for Gallo Creative (internal design team).
- Collaborated on packaging and sale displays for brands like Viniq and E & J Brandy.
- Developed the branding for RumHaven liquor from the ground up. Conducted user research, building a brand persona, and prototyping to create product launch.

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Industry Knowledge
Education Design
UX/UI Design
Accessibility (WCAG)
Prototyping
Print Publishing

Tools & Technology
Adobe Suite: Illustrator, InDesign, Photoshop, After Effects
Asana
Lucidchart
Figma
Procreate App
Microsoft Office Suite
Canva

Skills
Branding
Illustration
Copywriting
HTML/CSS Basics
Adaptability
Problem-Solving

Education
Bachelor of Fine Arts, Advertising & Graphic Design
Minors in Copywriting & Cinematic Arts
Columbus College of Art & Design
May 2015 - Columbus, OH