Emily C. Geering
Designer & Artist

Experience

Product Designer / McGraw Hill
Nov. 2016 - Present - Remote
- Collaborate with educational writers to format complex material into comprehensible layout designs for digital and print programs.
- Create style guides for internal and vendor use.
- Perform 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 - Present - Columbus, OH
- 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 - Modesto, CA
- 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.

Education

BFA, Advertising & Graphic Design
  Copywriting & Cinematic Arts Minors
Columbus College of Art & Design
May 2015 - Columbus, OH

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Industry Knowledge

Print Publishing
UX/UI Design
Accessibility Design (WCAG)
Wireframing
Prototyping
User Research & Development

Tools & Technology

Adobe Suite: Illustrator,
  InDesign, Photoshop
Axure RP
Asana
Smartsheet
Lucidchart
Figma
Procreate App
Microsoft Office
Canva

Skills

Branding
Illustration
Copywriting
HTML/CSS Basics
Adaptibility
Problem-Solving

Affiliations

Denver Damas (Moderator,
  Event Planner & Designer)
Columbus Society of Creative
  Arts (Member, 2014-19)