
Summary

With 14 years experience in creative direction, art direction and design, Emily offers creative and technical strengths which combine conceptual and design skills for digital and print.

At KSA-Plus Communications, she helped clients develop branding, annual reports, websites, corporate identities, and brochures. The firm's focus on non-profit and education has helped Emily develop strong data visualization skills and information-driven designs. She joined KSA-Plus Communications after working at Ketchum Public Relations, where she produced advertising and integrated marketing campaigns for a wide variety of consumer-facing and business-to-business clients. At Ketchum, Emily also directed photoshoots, collaborated on new business pitches, and developed her client facing skills. Prior to Ketchum, Emily was the art director and webmaster for Event Solutions, a monthly trade magazine for event planners. The tight monthly deadlines honed her ability to design quickly while managing production and publication.

Experience

Art Director

KSA-Plus Communications, Arlington, VA
November 2009 – Present

Branding, print and web design for primarily education-related and non-profit clients. Sample clients: Bill & Melinda Gates Foundation, DC Public Schools and US Department of Education. Duties include art direction and design for brochures, annual reports, identities and related materials, e-newsletters, websites, and videos; supervise production team of three and freelance designers.

Senior Graphic Designer

Ketchum Communications, San Francisco, CA
September 2004 – November 2009

Print and web design for large, national clients in consumer and business to business channels. Sample clients: Clorox, Kikkoman, Häagen-Dazs, Chase credit cards, Skinny Cow Ice Cream, Ghirardelli, and DIRECTV. Duties include art direction and design for brochures, press kits, mailers, trade show displays, advertising (print and web), sales training presentations, video production and website design through all stages of production. Supervise and direct photoshoots and illustrators. Active member of new business pitching team, helping to win several key accounts.

Art Director/Webmaster

Event Publishing, Tempe, AZ
September 2003 – May 2004

Design monthly 4-color, 60-page magazine, Event Solutions, for 50,000 event-industry professionals. Redesigned magazine at beginning of 2004. As webmaster, update site and create pages as needed. Traffic all advertising for magazine, create ads for clients, design in-house marketing materials.

Senior Graphic Designer

Mine Action Information Center, Harrisonburg, VA
January 2001 – May 2003

Design 4-color, 130-page Journal of Mine Action, produced three times a year. Supervise two graphic assistants, develop visuals for Journal online version. Other projects: 4-color, 64-page Landmine Action Smart Book, trade show booth, flyers, graphic standards guide.

Education

Bachelor of Fine Arts — Graphic Design

James Madison University, Harrisonburg, VA
Graduated May 2003, Cum Laude with 3.6 GPA

Technical Skills

Excellent knowledge of Adobe Creative Suite (Illustrator, Photoshop, InDesign, Dreamweaver) and Microsoft Office. Working knowledge of Flash, HTML, CSS and JavaScript editing. WordPress, Squarespace and Weebly expertise. Digital & 35mm photography.

Online Portfolio

www.emilyyahn.com