

EMERSON BAILEY

BRAND + PRODUCT DESIGNER
WITH A PASSION FOR
STORYTELLING THROUGH DESIGN

(EDUCATION)

10/22 - 01/23

Product Design Course
Dribbble

09/22 - 10/22

UI Design Course
Dribbble

08/16 - 05/20

Slippery Rock University
Integrated Marketing Comm.
and Graphic Design
Magna Cum Laude, GPA: 3.75

(SOFTWARE)

ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN
FIGMA

(CONTACT)

WEBSITE

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EMAIL

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LOCATION

Charlotte, NC

EB

(EXPERIENCE)

Brand + Product Designer

UpRoute
05/22 - Present

UpRoute is a marketing and design agency that helps to build brands and businesses. The agency partners with purpose-driven teams from a variety of industries helping them to accelerate growth in their business.

- Strategize, ideate and create impactful design experiences for multiple clients across digital platforms to solve business problems and drive results.
- Lead design projects and develop internal processes to ensure business objectives are met.
- Present design materials to clients, lead design reviews and apply feedback enhancing user experiences and ensuring marketing goals are reached.

Brand Manager

Ten Four Social
05/20 - 05/22

Ten Four Social is a social media marketing agency that works with clients in a variety of industries. The agency creates unique social media strategies to ensure clients effectively connect with their audiences.

- Created graphic design assets including digital graphics, print materials and other marketing collateral.
- Managed visual identity representation for all agency clients ensuring brand consistency across social media platforms.
- Communicated design solutions among team members and clients ensuring project goals were consistently reached and the brands' visual identity was effectively represented.

Motion Graphics Intern

Pittsburgh Penguins
01/20 - 04/20

The Penguin's game media production team works to develop animations and graphics displayed on the jumbotron, halo boards and the 360 degree fascia boards placed throughout the arena.

- Designed assigned graphics used in-game following set brand guidelines.
 - Worked among the production staff gaining experience across all facets of production.
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