

EMMA McBRIDE

GRAPHIC DESIGN & ART DIRECTION

Let's Chat!

emmacmcbride.com

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415. 990. 1252

Experience

MAESA

New York, NY

Senior Digital Designer | March 2023 - Present

Currently lead all digital, packaging and print design for Flower Beauty and Dollar General exclusive brands. Responsible for maintaining and expanding brand style guides. Collaborate with Senior Art Director and cross-functional teams to plan and execute brand photo and video shoots. Work with internal and external photographers and prop stylists to make brand product photography and digital content come to life.

Digital Designer | January 2022 - March 2023

Produced digital, packaging and print assets for portfolio brands such as Flower Beauty, ITK and Dollar General exclusive brands. Designed launch assets and brand style guide for new home fragrance brand Koze Place which generated over \$3 million in sales in the first week of brand.

Junior Digital Designer | November 2019 - January 2022

Created social, e-commerce and print assets across portfolio brands (most notably) Flower Beauty. Collaborated with Art Director on Flower Beauty rebrand and redesign of e-commerce website.

BARREL

New York, NY

Graphic Design Intern | June 2019 - October 2019

Assisted Design Director & designers with various web and digital design projects for fashion, lifestyle and wellness brands.

SMAKK STUDIOS

New York, NY

Graphic Design Intern | June 2018 - September 2018

Assisted art directors and designers with print, web and mobile design. Collaborated with cross functional team to develop design strategy for brands in the discovery phase.

Expertise

Art Direction

Design Strategy

Social Media Design

Web & Mobile Design

Print & Packaging Design

In-Store Display Design

Presentation Design

Motion Design

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe After Effects

Basic HTML & CSS

CaptureOne

Sketch & Figma

Basecamp & Asana

Education

UNIVERSITY OF OREGON

Eugene, OR

B.S. Advertising Multimedia Design Minor

Deans List, Art Director for student-run ad agency, Allen Hall Advertising

RESUME 2023