



good design is about more than just looks.

My style of design follows an innate need to affect something, change a perception and give it a sense of purpose. With a near equal synthesis between my left and right brain, the creative process can sometimes be a challenge, but the outcome strives to be a delicate balance of aesthetics and analytics. In the real world, it's not great creative unless it sells.

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client experience ::

agency:

3M Blue Painter's Tape
3M Command
3M CHIM
3M Post-It
Bank of America
Campbell's Soup
Citizen Bank
ConAgra Foods
Continental Mills
Hormel
Pepperidge Farm
PNC Bank

emri design:

Brocato
Opus
Oreck
Tecmark Loyalty
Thomson Reuters
Wolters Kluwer
(various other small clients)

agency consulting:

Shinebox
Marketing Lab
John Ryan

design expertise ::

branding:

logo
identity design
brand guidelines

retail:

packaging
campaigns
promotions
signage

print:

brochures
collateral
direct mail
posters

online:

website design
user-interface design
motion graphic design

technical proficiencies ::

Adobe CS:5

InDesign
Illustrator
Photoshop
Dreamweaver
Flash

other:

QuarkXpress
HTML (basic)
CSS (basic)
Microsoft WORD
Microsoft PowerPoint

education ::

Brown College:

Associate Degree in Visual Communications
specializing in Graphic Design
- Excellence in Graphic Design award
graduated 2001

emri design :: creative director / owner – 2008 - present

- **Oreck:** Integral part in bringing upright vacuums to Target, Costco, Lowes, JCPenny and other large retailers. From concept to completion, designed all packaging for big box retail as well as franchise stores - products ranging from vacuums, air purifiers, steamers and many more. Also created POP signage.
- **Brocato:** Designed packaging and promotional kit for new line of permanent hair color products.
- **Wolters Kluwer:** Collaborated with Copywriters to develop and execute various direct mail campaigns, as well as supporting materials such as brochures, flyers, micro-websites and posters
- **3M Abrasives:** Designed packaging for new line of steel wool and sanding sponges. (@ Shinebox)
- **3M Blue Painter's Tape:** Designed new retail branding. (@ Shinebox)
- **3M CHIM:** Concepted strategy and designed 2011 tradeshow booth for national industry conference in Las Vegas. (@ Shinebox)
- **marcdaniel salon / niché:** Created logo, branding and packaging for a 50-SKU high-end hair care line.
- **Tecmark Loyalty:** Partnered with Technology Director to design user-interface for web portal as well as supporting presentation graphics for industry conference.
- **theCPG:** Partnered with boutique rep firm specializing in Target relationships to create presentations which included package design, POGs, POP signage, brochures and booklets.
- **misc. clients:** Creative brand identities, websites and marketing materials for small and start-up companies developing unique solutions with limited budgets.
- **misc. clients:** Served as Marketing and Creative Director for multiple technology companies to construct website architecture and design, integrating SEO and social networking.
- **agency consulting:** Shinebox, Marketing Lab, John Ryan

john ryan :: senior art director – 2007-2008

- **Citizens Bank:** Print and digital art director leading the creative team from strategic planning to development and execution for various merchandising and product promotional campaigns. Tactics include: POP signage and marketing materials, direct mail, engagement items.
Responsible for overseeing design and development of branch-wide digital network playlist which included branding and promotional spots as well as live weather, news and entertainment feeds.
Developed Grand Opening event strategy and design which included initiatives for pre-opening, grand opening events and year long promotional campaigns for both traditional and in-store branches.
- **Bank Of America:** Concepted and designed retail guide book to educate branch managers on the brand and importance of carrying a consistent footprint throughout each bank.
- **Synovus Bank:** Created multiple product campaigns with POP signage, displays, brochures and direct mail.
- **responsibilities:**
 - Managed design and production process to ensure quality control and accommodate tight timelines.
 - Hired and directed Designers, Copywriters and Photographers
 - Engaged team members and outside resources for constructive brainstorming and insightful focus groups.
 - Developed department plan to streamline processes and manage budgets.
 - Identified and presented new and innovative marketing strategies to existing clients.
 - Established valuable peer relationships by encouraging open creative reviews and collaboration.
 - Partnered with Creative Director, Account Strategist and Sales Executives to create marketing and conceptual plans for new business RFPs.
 - Served as Creative Director during interim period.

rpm connect :: art director – 2004-2007

- **Pepperidge Farm:** Lead Creative team designing and directing other Designers, Production Artists, Illustrators, Copywriters and Photographers to create retail promotional campaigns for Target, SuperValue, Publix, Safeway and other retailers.
Instrumental role in strategic quarterly planning, concept through execution, in collaboration with Creative Director and account team.
Oversaw design and production process, developing custom templating system that created efficiencies which decreased client expense and increased agency profits.
Conducive in creating Pepperidge Farm's Co-Marketing Promotional Brand Book.
- **Continental Mills:** Headed up team to concept and design FSI advertisements. Directed Illustrator, Stylists and Photographers on food photo shoot.
- **3M Blue Painter's Tape:** Brought painting tips to life by illustrating, designing and directing photo shoots for six custom painted and decorated rooms for point of sale handouts at Home Depot.
- **misc. clients:** Collaborated with other Art Directors and Creative Directors to design various projects for clients including: Act II, Boost, Campbell's Soup, David Seeds, Land O Lakes, Orville Redenbacher, Slim Jim, SPAM and others.
- **additionally:**
 - Collaborated with Creative Director to develop "IdeaLab" a proprietary brainstorming process.
 - Took an active, voluntary roll in mentoring Interns, Junior Designers and Production Artists.
 - Developed client-team organizational system later used as agency standard.
 - Interviewed, hired and managed Freelance Designers.

albarella design :: print & web designer – 2003-2004

- Worked as a Print and Web designer for small boutique design firm.
- Collaborated with Creative Director and Designers on various projects.
- Developed identity, branding and collateral for various clients.
- Responsible for all web design and programming.
- Learned intricate production processes to prepare files for printers.
- Clients range from small start-ups and non-profits to fortune 500.
- **clients:** Opus, Unitek, Cenex, CHS, Maxsun Furniture, Minnesota State Retirement System, Trophy Lakes Estates and others.