



EMILY FRIEDEN

BRAND & PACKAGING DESIGNER

CONTACT ME

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CLIFTON STRENGTHS

- Positivity
- Self-Assurance
- Includer
- Maximizer
- Ideation

CERTIFICATIONS

- GOOGLE DIGITAL GARAGE**
2020 | Fundamentals of Digital Marketing
- MENTAL HEALTH FIRST AID**
2019 | National Council for Behavioral Health
- LGBTQ SAFE ZONE**
2019 | FIT Safe Zone
- SUICIDE PREVENTION**
2021 | QPR Institute

SOFTWARE SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Lightroom
- Adobe After Effects
- Microsoft Office Suite
- Keynote

DESIGN SKILLS

- Typography
- Illustration
- Brand Strategy
- Social Media Marketing
- Motion Graphics
- Brand Extension

EDUCATION

FASHION INSTITUTE OF TECHNOLOGY

- 2018 **COMMUNICATION DESIGN AAS**
| Dean's List, Phi Theta Kappa Honors Society
2020 Graduated Summa Cum Laude | GPA: 3.95
- 2020 **BRANDING & PACKAGING DESIGN BFA**
| Dean's List, Phi Theta Kappa Honors Society
2022 Minors: Film & Media and Art History | GPA: 3.95

WORK EXPERIENCE

2022 **BRAND & PACKAGING DESIGN INTERNSHIP** BULLETPROOF DESIGN AGENCY

- Designed visual assets for identity and packaging projects across a variety of brands
- Contributed to creative brainstorming sessions and participated in brand development
- Storyboarded ideas for logo reveal animations
- Assisted in brand world creation and development

2022 **SENIOR RESIDENT ASSISTANT** FIT RESIDENTIAL LIFE

- Took part in a 24/7 on-call duty rotation and oversaw the implementation of crisis response for 1,800 residents
- Advised and mentored a paraprofessional staff of 14 members, which included providing support, feedback, weekly staff meetings, and one-on-one interactions.
- Served as a member of the Recruitment and Selection Committee and led RA recruitment marketing campaign

2021 **BRAND DESIGN INTERNSHIP** PEPSICO | PBNA HYDRATION+

- Drove design thinking from ideation through concept development, refinement, and execution
- Articulated creative thinking through sketches, digital development, and sourcing reference swipe
- Constructed ideas and worked cross-functionally within a team-based design environment

2022 **FREELANCE WEB & MOTION DESIGNER** MUTALS AGENCY & FAN TO BAND

- Created website structure and architecture
- Designed various visual graphics and motion graphics for web and social channels
- Performed daily maintenance and monitored status.

2020 **GRAPHIC DESIGNER** WONDERLAND HOME & BODY

- Spearheaded brand development, positioning, digital marketing strategy and packaging production
- Formated designs and media for use in print and web applications and delivered production-ready graphics
- Led brand core development and guidelines