



# EMMA K. STANLEY

GRAPHIC DESIGNER

## WORK EXPERIENCE

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**Graphic Designer** | 09/2024 - Current

*Nelson Line*

- Prepare files for production and communicate with print and product vendors to confirm consistency across pre-production and printed materials.
- Assist in the creation and release of the annual Nelson Line Catalog, Calendar Catalog, and Christmas Catalog, all of which are distributed to business representatives across the country.
- Designed cards that have been distributed to stores across the U.S.
- Develop new brand identity for Nelson Line and implement across print, website, and social media platforms. Create and send e-blast newsletters to retail and wholesale customers.
- Assist in presenting new product concepts to partners, including The New Yorker and WRDSMTH.
- Ensure that brand consistency is upheld across all platforms.

**Graphic Designer** | 04/2022 - 07/2024

*Rowan University Chamberlain Student Center & Campus Activities*

- Provide creative solutions to represent the Rowan Chamberlain Student Center and Campus Activities for on-campus and off-campus events.
- Design event collateral, incorporating banners, flyers, and public signage.
- Assist in designing the extensive branding system and marketing deliverables for Rowan University's Centennial Homecoming "Celebrating a Century" and the SCCA's annual all-day festival and concert "Hollybash".

**Social Media Manager and Designer** | 09/2021 - 05/2024

*The Gallery Publication - Rowan University Student Organization*

- Manage and create social branding content and respond to customer service inquiries for The Gallery Publication.
- Manage Secretary E-Board duties, including to edit submissions, design and execute publication layouts, and communicating with vendors throughout the printing process.

**Graphic Designer - Freelance** | 01/2019 - Current

*EStanleyDesigns - Personal Brand*

- Client work includes extensive brand merchandise and marketing materials for a YouTube channel with over 175,000 subscribers, identity design and merchandise branding for the Kingsway Elite Cheer team, and multiple logo designs for small businesses.

## NOTABLE ACCOMPLISHMENTS

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### **Lillian Lodge Kopenhaver Center for the Advancement of Women in Communication Boot Camp**

Intensive training course focused on vital leadership competencies including leadership self-assessment, entrepreneurship and branding, and innovation in technology.

### **American Institute of Graphic Arts (AIGA) Philadelphia's Locally Sourced Issue 02**

Graphic design work selected for juried digital and print publication showcasing student creative work from across the Mid-Atlantic Region.

### **Seward Johnson Artist Development in Media Scholarship**

To study with Santa Reparata International School of Art in Florence, Italy.

## CONTACT

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[estanleydesigns.com](http://estanleydesigns.com)

estanleydesigns@gmail.com

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## EDUCATION

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### **Rowan University**

Bachelor of Fine Arts  
specialization in Graphic Design  
and a minor in Marketing. Summa  
Cum Laude, Martinson Honors  
College.

### **Santa Reparata International School of Art**

Study abroad experience for  
the Spring 2023 semester in  
Florence, Italy. Classes focused  
on fine arts, digital marketing, and  
brand design.

## SKILLS

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Adobe Creative Suite (Photoshop,  
InDesign, Illustrator, Premiere Pro, After  
Effects)

Microsoft Office Suite (PowerPoint,  
Excel, Word, Outlook)

Understand type choices, composition  
and illustration principals and  
foundations

Creative design for digital, print, mobile,  
social, and traditional mediums

Trello, Notion, Slack, MailChimp, and  
Microsoft Teams

Figma, Wix, Faire, and ReadyMag

Production Design, Brand Design,  
Typography Design, and Identity Design

Social Media Marketing, SEO  
optimization, and brand alignment  
across channels

Wholesale and Retail E-Commerce

UX/UI Design

Time Management and Adaptability