



EMILIE MACAULAY

Ferndale, MI 48220

(503) 550-3656

emilie.macaulay@gmail.com

[linkedin.com/in/emiliemacaulay](https://www.linkedin.com/in/emiliemacaulay)

emiliemacaulay.com

VISUAL DESIGNER with extensive experience interfacing cross-functionally on creative teams to lead initiatives, employing a deep understanding of brand experience, UX and UI to drive successful campaigns aligned with client objectives. Dynamic and versatile creative problem solver adept at producing innovative content within deadline-driven environments across a broad range of media, including digital, social, email, print collateral and video. Collaborative team member who engages with internal and external stakeholders early and often to understand the client, audience and goals, ultimately iterating effectively to develop successful solutions.

AREAS OF EXPERTISE

- UX & UI Design
- Visual Design
- Art Direction
- Personas
- Customer Journey map
- Empathy Mapping
- Wire Framing
- Prototyping
- Agile workflow

SELECT ACCOMPLISHMENTS

- Devised innovative creative for multichannel campaigns including training and promotional incentives, product launches, digital, social media, mobile marketing and applications for major multimillion-dollar client accounts.
- Developed versatile rebrand of an established client, producing a suite of digital communications and program collateral by utilizing strong communication, focused review cycles, robust design templates with versatile grids, streamlined color palette and strong typography that positioned the brand as a trusted partner and industry leader.
- Supported the acquisition of PECl by CLEAResult with tenacity and agility, spearheading the seamless integration of work, assignments and team members through consistent communication to ensure continuity of excellence that upheld all client requirements and assured satisfaction.

PROFESSIONAL EXPERIENCE

SENIOR DESIGNER/ART DIRECTOR // CLEAResult Portland, OR and Detroit, MI // 2014 - 2021

- Oversaw creative direction for multiple clients in the Northwest and Midwest regions, leading development of multichannel drip, demand generation and brand awareness campaigns to promote a range of client initiatives and drive key performance indicators (KPIs).
- Leveraged exemplary communication skills to cultivate and nurture collaborative relationships with a cross-functional team of marketing managers, copy writers, internal program partners, marketing automation, technical teams and clients.
- Mentored and on-boarded designers throughout various phases of the design process, including photo retouching, illustration and campaign production.
- Provided creative art direction to facilitate brand evolution aligned with client vision.
- Directed photo and video shoots, built customer image library, and expanded brand visual language that boosted brand awareness and community engagement.

SENIOR DESIGNER // PECl Portland, OR // 2011 - 2014

- Developed a range of creative campaigns for clients within the consumer energy industry, strategically crafting content for residential and commercial audiences.
- Introduced an innovative methodology for stakeholders to provide constructive feedback that streamlined review cycles and improved prioritization of user interface and visual design goals during website redesign.
- Managed various programs as a creative strategic liaison responsible for incorporating nuances of the customer voice into the marketing approach to drive user experience metrics through authentic customer stories, POP and product marketing campaigns.
- Maintained project timelines and customer requirements by utilizing consistent communication and coordination across the key account team and vendors.



EMILIE MACAULAY

Ferndale, MI 48220

(503) 550-3656

emilie.macaulay@gmail.com

[linkedin.com/in/emiliemacaulay](https://www.linkedin.com/in/emiliemacaulay)

emiliemacaulay.com

PROFESSIONAL EXPERIENCE CONTINUED

GRAPHIC DESIGNER // PINNACLE MARKETING GROUP, INC.

Vancouver, WA // 2009 - 2011

- Created key messaging and original VIP promotions for major global technology and telecommunication corporations, including AT&T, Intel, Microsoft, Verizon, and Samsung Mobile to launch new product with out-of-the-box creative solutions.
- Maintained tight deadlines within a fast-paced environment, effectively sourcing materials to create customer packaging based on established branding and innovation.
- Collaborated in brainstorming sessions with marketing teams and account managers to efficiently guide the creative direction for various customer product and design concepts.

MANAGER OF CREATIVE SERVICES // IL CPA SOCIETY + INSIGHT MAGAZINE

Chicago, IL // 2007 - 2008

- Led the design and curation of a bimonthly publication, producing a range of content in coordination with the Creative Director and Copy Editor from cover concepts, layout, digital design, preflighting and final print.
- Boosted the reach and engagement of the magazine, ultimately increasing membership as a direct result of elevating B2C channels; additionally, developed effective B2B media kits, advertisements and collateral for Illinois CPA Society conferences.

GRAPHIC DESIGNER // BRAD MILLER DESIGN, INC.

Chicago, IL // 2005 - 2007

- Executed creative strategy throughout the process of designing unique solutions for a variety of clientele, including identity design, branding, B2B and B2C collateral, website design, and ongoing maintenance.
- Utilized strong communication and relationship management abilities to prepare and deliver presentations to clients, serving as a point of contact to answer questions or lead discussions and translate stakeholder feedback.
- Managed vendor relationships, print production logistics and approvals to uphold performance metrics and high standards.

STUDIO DESIGNER // NIKE (contract)

Beaverton, OR // 2003 - 2004

- Transformed customer sketches and artwork requests into vector graphics for custom products while also maintaining the Nike production database for archival and printing.

EDUCATION

Certificate, Human Computer Interaction (HCI),

Interaction Design Foundation

Bachelor of Fine Arts (BFA), Graphic Design

Western Michigan University, Kalamazoo, MI

SKILLS

- Adobe Creative Cloud including: InDesign, XD, Illustrator, Photoshop, After Effects
- Miro
- Sketch
- Mural
- Figma
- Microsoft Office Suite
- Basic HTML, CSS

AFFILIATIONS

- Interaction Design Foundation
- American Institute of Graphic Arts (AIGA)
- Humble Design
- Warren 2020 Presidential Campaign Community Grassroots Organizer
- Ferndale Precinct Delegate