

Emily Schmiedeler

GRAPHIC DESIGNER AND ART DIRECTOR

EMILYSCHMIEDELER.COM | EMILY.SCHMIEDELER@GMAIL.COM

EDUCATION

University of Kansas

BFA in Design

MAY 2013

Concentration in Visual Communication
Minor Degree in Art History

RECOGNITION

GD USA Awards

SEPTEMBER 2015 | PAYLESS SHOES MOTHER'S DAY CAMPAIGN

Under Consideration: FPO

APRIL 2014 | MEERS HOLIDAY GIFT

The Beauty of Letterpress

FEBRUARY 2014 | MEERS HOLIDAY GIFT

KC Addys | Bronze

FEBRUARY 2014 | GREAT PLAINS SPCA PAWTINI 2014 INVITE SUITE

AIGA KC A9 Awards

SEPTEMBER 2013 | THIS BELONGS IN A MUSEUM

DSVC: Best Environmental Design

APRIL 2013 | THIS BELONGS IN A MUSEUM

Blurb Staff Pick

2012 | HOT & FRESH: FOOD TRUCK TYPOGRAPHY

Blurb Promotional Materials

2012 - PRESENT | HOT & FRESH: FOOD TRUCK TYPOGRAPHY

AIGA Members Gallery Feature

JUNE 2012 + NOVEMBER 2012 | PORTFOLIO

SKILLS

Art Direction

Visual Design

Set + Photo Styling

Editorial Design

Concept Development

In-Store Experience

Web + Email Design

Content Planning

EXPERIENCE

Freelance / Remote

Graphic Designer + Art Director

JUNE 2019 - PRESENT

Provide creative support for advertising agencies, small businesses, and individuals. Past and present clients include At Home, Applebee's, IHOP, and Barkley.

Barkley

Associate Creative Director

MARCH 2018 - JUNE 2019

Designed campaign collateral for print and the in-store environment for the Payless Latin American market, consisting of twenty countries across Latin America and the Caribbean

Developed innovative creative strategies and ideas that sold, accounting for 40% of the company's global revenue

Created original visual concepts and ensured follow-through by providing art direction and styling at product and lifestyle shoots

Sought out and worked with outside suppliers (photographers, production companies, stylists) and worked closely with broadcast and print productions to accurately estimate and produce work

Reviewed proofs and rough cuts for accuracy and quality before final production

Presented creative materials to the client, as needed

Senior Designer

SEPTEMBER 2017 - MARCH 2018

Designer

SEPTEMBER 2016 - SEPTEMBER 2017

Junior Designer

FEBRUARY 2014 - SEPTEMBER 2016

West 18th Street Fashion Show

Designer

MAY - AUGUST 2016

Designed and produced printed collateral with small team

Worked with local fashion community to plan and execute board members' vision

Meers Advertising

Design Intern

OCTOBER 2013 - JANUARY 2014

Collaborated within large multi-disciplinary teams to create new business pitches as well as execute branded materials for existing clients in the non-profit and travel/tourism industries

Whiskey Design

Design Intern

MAY - AUGUST 2012

Assisted with design, creative direction, concept development, and content creation for brands in the retail, financial, and consumer packaged goods spaces