

EMILY SACKETT

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12 years in design; creative pragmatic; passionate about enriching the visual and human experience.

WireWheel

Creative Director / Arlington, VA / *August 2019 – Present*

- Defined WireWheel's visual identity, and led implementation across all assets and collateral
- Partnered with UX/UI to integrate design system across SaaS product
- Interviewed, hired, and managed a team of two graphic designers, including coaching, design reviews, project management, and weekly capacity planning
- Led website user experience testing and performance improvements, resulting in 9% bounce rate decrease on campaign pages, and 35% increase in MALS
- Managed relationships and initiatives with external social media, SEO, web development, and video agencies including creative direction, review cycles, and deployment
- Coordinated, branded, promoted, and executed quarterly virtual conference resulting in 1,500 attendees and 400 new leads per bi-annual flagship event
- Design efforts via marketing partnership contributed to a \$15m round and \$20m Series B

Guidehouse, formerly PwC Public Sector

Senior Graphic Designer / McLean, VA / *April 2018 – August 2019*

- Managed brand transition from PwC Public Sector to Guidehouse by setting timelines and strategies for implementation, expanding and maintaining brand guidelines, and serving as creative counsel and leader of visual identity adoption
- Reviewed marketing, proposal, and client documents for brand, design, and compliance on multi-million dollar contracts
- Engineered templates, asset libraries, and training documentation for company-wide use to promote consistency and efficiency across content, style of deliverables, and use cases
- Assigned projects across seven designers while also managing three contractors

CEB, now Gartner

Senior Graphic Designer / Arlington, VA / *March 2017 – April 2018*

- Provided creative direction, informed by user experience, through ongoing design reviews for junior designers on major print, digital, and conference campaigns
- Created and delivered trainings on environmental design, creative process, industry best practices, vendor prepping, and production processes for department of 30 designers
- Mentored 20 junior designers on technical and non-technical topics, ranging from creative approach to project and relationship management skills
- Project managed multi-faceted campaigns, with hundreds of assets, for a team of 6 designers

Graphic Designer / Arlington, VA / *April 2014 – March 2017*

- Worked under brand guidelines, and in collaboration with Web, Multimedia, and Print Production teams, to create collateral for global marketing campaigns including infographics, conference signage, web graphics, sales decks, social graphics, and more
- Project managed 5-10 projects weekly in a fast-paced environment through kick-offs, check-ins, critiques, pre-planning, scoping, creating timelines, and establishing cost estimates
- Implemented new brand strategy including rebranding existing materials, and creating new artwork assets, templates, and graphic libraries for use across the design team and firm wide
- Managed new project queue, and accurately aligned designers by evaluating team workload and capacity through collaboration with global teams (UK, India, South Africa, Australia)

The Design Minds**Graphic Designer + Junior Exhibit Designer** / Fairfax, VA / July 2011 – January 2014

- Designed graphics for exhibits, displays, case layouts, waysides, wayfinding strategies, and signage for history museums and visitor centers
 - Coordinated production files with printers and fabricators to meet submission processes
 - Organized case layouts for artifacts and display objects
 - Constructed scale models and oversaw sample quality and installation processes on site
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Freelance**Graphic Designer + Project Manager + Account Manager**

Supported startups and small companies by developing branding strategies and collateral

Causeway Leadership, LLC 2019 – 2021

- Designed templates, teaching materials, and handouts for leadership development and consulting services

Business and Beverages Podcast 2020

- Designed brand and materials for business oriented podcast series including logo and social media graphics

Amakihi Boutique 2020

- Designed brand and materials for accessory store including logo, thank you notes, and business cards

Jolt Recruiting 2017 – 2020

- Designed brand and materials for boutique recruiting firm including logo, stationary set, and business cards

Sugar and Pop Kettle Corn 2018

- Designed brand and materials for mom and pop kettle corn food truck including logo, stationary set, and business cards

New York State Vehicle and Traffic Law Quickchart 2013 – 2017

- Designed NYS Vehicle and Traffic Law Quickchart book, ads, and branding

Schultz Wedding Package 2012

- Designed save the dates, invitations, and RSVP cards as well as infographics for printed elements

Reel Tribute Documentaries 2011

- Designed advertising materials following pre-established brand guidelines for memorial documentary services
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Education**Bachelor of Science in Graphic Design**

Drexel University
2011

User Experience Design

General Assembly
2020

Awards**2015 – MarComm Awards**

Gold Winner –
Website
*CEB ReimagineHR
Conference Site*

2014 – MarComm Awards

Platinum Winner –
Design (Print)
*CEB Q2 CHRO
Quarterly Magazine*

2011 – University & College Designers Association Design Competition

Award of Excellence
Publication Design
Pointless Publication

2011 – Creativity Awards Print & Packaging

Gold Award Packaging
Concept & Design
*Kramer's Books
Takeout Packaging*

Software

Adobe Create Suite

Acrobat
Bridge
Dreamweaver
Illustrator
InDesign
Lightroom
Photoshop
Premiere
XD

Basecamp

Ceros
Deltek
Divi
Figma

Filemaker Pro

G-Suite
Google Analytics
Hotjar
InVision
Jira
Marketo
Microsoft Office
Miro
Monday
SharePoint
Whimsical
WordPress
Workfront
Workgroups