

Emily C. Geering

Designer & Artist



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emilycgeering.com

Experience

Senior Graphic Designer / Scaled Agile, Inc.

June 2022 - Present - Boulder, CO

- Maintaining consistent brand identity across all platforms, from digital to print media
- Creating visual assets like iconography, badges, illustrations, and banners
- Building elearning content in LMS tools
- Cross-collaboration with instructional designers and subject matter experts to develop visual learning assets with our end user in mind
- Implementing accessibility & DEI into designs (color contrast, cognitive load, legibility, user representation)
- Prototyping page layouts in Figma

Learning Experience Designer / McGraw Hill

Nov. 2016 - June 2022 - Columbus, OH

- Collaborate with educational writers to format complex material into comprehensible layout designs for digital and print programs.
- Create style guides for internal and vendor use.
- Perform user research through interviewing educators and learners. Analyze and organize collected data into insights by constructing user flows and wireframes.
- Actively keeping accessibility, empathy, and equity in design decisions.

Freelance Designer / Emgem.Design

Nov. 2015 - June 2022 - Columbus, OH

- Designed brand identity/logo for startups.
- Custom illustration commissions.
- Constructed interior page layouts, flyers, and web designs for various clients.

Creative Intern / E & J Gallo Winery

Aug. 2015 - Nov. 2015 - Modesto, CA

- Conceptualized branding and promotions for Gallo Creative (internal design team).
- Collaborated on packaging and sale displays for brands like Viniq and E & J Brandy.
- Developed the branding for RumHaven liquor from the ground up. Conducted user research, building a brand persona, and prototyping to create product launch.

Industry Knowledge

Education Design

UX/UI Design

Accessibility (WCAG)

Prototyping

Print Publishing

Tools & Technology

Adobe Suite: Illustrator,
InDesign, Photoshop

Asana

Smartsheet

Lucidchart

Figma

Procreate App

Microsoft Office

Canva

Skills

Branding

Illustration

Copywriting

HTML/CSS Basics

Adaptability

Problem-Solving

Education

Bachelor of Fine Arts,

Advertising & Graphic Design

Minors in Copywriting &

Cinematic Arts

Columbus College of Art
& Design

May 2015 - Columbus, OH