



# Emily Mochel

## Graphic Designer

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## Design Experience

Westgroupe

*Graphic Designer*

June 2018 – Current

- Produced branded promotional material for POP displays & giveaways
- Prepared unique print material for branded advertisements & promotions
- Branded & launched campaigns for millennial targeted eyewear line
- Supported in designing and producing branded lookbooks & videos
- Designed yearly coloring books to promote children's eyewear line
- Created graphics and laid out imagery for social media
- Designed shareable infographics for educational eyewear blog
- Adhered to all corporate brand guidelines when preparing graphic material
- Curated & maintained relevant content for company website
- Maintained & updated wordpress sites

Tura

*Social Media and Graphic Design Associate*

June 2017–May 2018

- Planned, designed, & executed branded social media
- Laid out graphics for print advertising
- Adhered to licensed brand guidelines for print and digital activations
- Lead art direction in product photoshoots
- Executed set up & running of Trade Show

Concept Farm

*Graphic Design Intern*

June 2016–August 2016

- Designed activations, advertisements, & websites for clients
- Applied corporate branding to diverse media to meet organization guidelines

Kitchen Expo

*Marketing and Social Media Intern*

May 2015–August 2015

- Created Facebook, Pinterest, Twitter series
- Designed ads for digital promotions
- Rebuilt logo into vector

## Education

Seton Hall University

College of Communication and the Arts

Art, Design & Interactive Media B.A

Minor in Web Design

## Skills

Photoshop



Illustrator



InDesign



AfterEffects



Instagram



Facebook



Wordpress



Infographics



HTML & CSS



Branding



Design



Typography



Communication



Time Management



Creativity



Hard working

