






*Emily McPike*

## Emily McPike

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 (724) 610-8389

 Pittsburgh, PA

### Skills

- In-depth knowledge of graphic design techniques.
- Ability to carry projects from concept to production.
- Ability to collaborate and work well with others in a fast-paced and deadline-driven environment.
- Self-motivated and competent to work autonomously.
- Proactive, detail-oriented, and eager to take initiative.

### Technical Skills

- Proficient in Adobe Creative Cloud, specifically InDesign, Photoshop, Illustrator, XD and Acrobat.
- Proficient in print and direct mail production, including variable data integration.
- Proficient in HTML/CSS with some JavaScript/JQuery experience.
- Experience with Microsoft Visual Studio Code, Git, and web development processes.

I am a professional graphic designer with over ten years of experience. I have been working in print and direct mail for the past seven years, creating personalized marketing strategies and data-driven user interfaces. Graphic design, to me, means more than just a visual hierarchy and color choices; it's about creating a cohesive experience that's relevant and engaging to your customer.

### UI / UX Designer

**Full-time | Remote • Jun 2017 - Current**

Franklin | Data Empowered Direct Marketing

Baton Rouge, LA

- Collaborate with the web development team and management to design data-driven UI / UX solutions increasing customer retention.
- End-to-end marketing, including direct mail, print, and digital media from conception to production.
- Managed and designed print and digital projects for internal and external communications, improving brand awareness.
- Utilize various skills, including front-end web development, variable data programming, and light video editing to support web development, sales, and data-processing departments.

### Variable Data Programmer & Design Specialist

**Full-time | Hybrid • Apr 2015 - Jun 2017**

Heeter

Canonsburg, PA

- Collaborate with the sales team to design and manage web-to-print solutions for customers, including:
  - Designing the UI to reflect the customer's brand guidelines.
  - Creating production-ready files from customer-supplied artwork, including variable data layout and design.
  - Managing user permissions and product approvals for each customer, creating a secure and accurate ordering process.
- Working with project leads to assist in customer marketing collateral, including print, direct mail, and digital assets.
- Utilizing additional skills, including front-end web development and cross-channel marketing, to support various departments.

### Education

#### Certificate of Completion

*Hewlett-Packard Indigo*

*Front End Tools*

**2015**

*Atlanta, GA*

#### Bachelor of Science in Graphic Design

*California University*

*of Pennsylvania*

**2007-2011**

*California, PA*

#### Desktop Publishing Certificate

*Berks Career &*

*Technology Center*

**2004-2007**

*Leesport, PA*