

Emily Brochu

Experienced Multi Talented Designer

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An innovative, creative problem solver with diverse skills, exceptional at quickly filling roles and producing top-notch assets. My extensive experience in branding, user experience, and web design makes me an ideal candidate for your next project.

Authorized to work in the US for any employer

Work Experience

Creative Director

Aboutable - Connecticut

January 2022 to Present

- Created an innovative approach to creating content that maximizes clients' resources by 80%.
- Led the design and development of branding, product, messaging, marketing assets, and website.
- Developed structured and repeatable processes and systems to ensure operational consistency and scalability and to improve efficiency by 30%.

Freelance Graphic Designer

Independent Self Employment - Remote

March 2013 to September 2022

- Provided well over 50 clients with high-quality design on time and budget.
- Created and executed concepts for communications across all channels and multiple mediums, including UI/UX, Web, Product, Social, and Print.
- Demonstrated flexibility by working with various organizations, from fast-paced agencies to Fortune 500 companies to start-ups.

Senior Designer

(Add)ventures - Providence, RI

November 2020 to January 2022

- Creatively ideated and executed project objectives that aligned with stakeholder goals. In one case, increasing customer engagement to 60%.
- Creativity and innovation within existing brand standards won the agency a new contract.
- Lead on design and strategy for sales communications rebrand that effectively merged 20+ SME insights into a comprehensive and customizable sales deck utilized across the enterprise.

Senior Designer

Built By Love - Remote

August 2018 to August 2019

- Lead a multi-disciplined, multi-timezone remote team
- Worked cross-functionally in a highly flexible and collaborative environment

- Responded quickly and collaboratively to internal and external feedback while prioritizing evolving timelines and budgets
- Maintained a standard of high-quality design

Adjunct Professor

Grand Canyon University - Phoenix, AZ

August 2018 to December 2018

- Introduced foundational branding design to over 60 students, resulting in a lasting increase in student engagement, as measured by their completion of all assignments.
- Taught students how to be innovative in conceptual and strategic thinking by having them apply their knowledge to real-world issues and problems.
- Taught design students how to create images using technology using demonstrations and assignments to increase their mastery of image making, design theory, technology, and aesthetic execution, as measured by the design department's course evaluations.

Education

BA in Graphic Design

Chester College - Chester, NH

2005 to 2009

Skills

- Creative Suite (10+ years)
- Creative Direction (3 years)
- Management (3 years)
- Graphic Design (10+ years)
- Project Management (8 years)
- Team Building (3 years)
- Powerpoint (10+ years)
- Photoshop
- Illustrator (10+ years)
- Indesign (10+ years)
- Printers (10+ years)
- Google Docs (3 years)
- Marketing
- Adobe
- Typography
- Wordpress
- Web Design
- Branding
- Layout Design
- Adobe Creative Suite

- Content Creation
- Social Media Management
- Photography
- Illustration
- Adobe Acrobat
- Event Marketing
- Adobe Dreamweaver
- HTML5
- User Interface (UI)
- Performance marketing
- B2B
- Email marketing
- Digital marketing
- Marketing automation
- InVision
- Sketch
- CSS
- Multichannel marketing
- Content marketing
- Project / program management
- Content management systems
- Time management
- Adobe InDesign
- Adobe Photoshop
- Video Production
- Color theory
- Figma
- Project management software
- User Experience (UX)
- Content Development
- Art Direction (10+ years)
- UI design (10+ years)

Links

<http://www.emilybrochu.com>

<https://www.linkedin.com/in/emilybrochu/>

Assessments

Graphic Design — Highly Proficient

May 2020

Using graphic design techniques and producing visual media to communicate concepts.

Full results: [Highly Proficient](#)

Graphic Design — Highly Proficient

May 2020

Using graphic design techniques and producing visual media to communicate concepts.

Full results: [Highly Proficient](#)

Marketing — Expert

May 2020

Understanding a target audience and how to best communicate with them

Full results: [Expert](#)

Following Directions — Highly Proficient

May 2020

Following multi-step instructions.

Full results: [Highly Proficient](#)

Attention to Detail — Highly Proficient

May 2020

Identifying differences in materials, following instructions, and detecting details among distracting information.

Full results: [Highly Proficient](#)

Customer Focus & Orientation — Highly Proficient

May 2020

Responding to customer situations with sensitivity

Full results: [Highly Proficient](#)

Attention to Detail — Highly Proficient

May 2020

Identifying differences in materials, following instructions, and detecting details among distracting information.

Full results: [Highly Proficient](#)

Sales Skills — Proficient

May 2020

Persuading reluctant customers to buy products or services, and influencing and negotiating with customers to meet sales goals.

Full results: [Proficient](#)

Social media — Proficient

January 2021

Knowledge of popular social media platforms, features, and functions

Full results: [Proficient](#)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.