



web design | advertising design

Creative, hardworking, and professional designer with excellent technical and communication skills. Passionate about creating outstanding and impeccable design. Works enthusiastically and effectively with individuals, at all levels, in various organizations.

education

B.F.A. in Communication Design at Kutztown University of Pennsylvania, Summa Cum Laude
Concentrations: Interactive Design and Advertising Design

skills

Extensive knowledge in: Photoshop, Dreamweaver, Illustrator, InDesign, XHTML, HTML5, CSS, CSS3, JQuery, Javascript, Responsive Website Design, Compass, SASS, and Wordpress

Working knowledge in PHP and MySQL

Interactive Design: coding and designing, Advertising Design: ads, billboards, storyboards, and campaigns, Graphic Design: logos, layout, and identity systems

experience

Liquid Interactive | Web Designer

2014-Present

- Designed complete site redesigns, logos, web banners, social media ads, internal marketing collateral, email templates, user interface design, landing pages, and interactive campaigns.
- Quality experience in client interaction and presentation.
- Initiated a company file organization and creative process plan.
- Furthered team involvement in kickoff meetings, encouraged brainstorming sessions and working closely with development teams to create a more fluid process.
- Collaborated well with designers, UX designers, project managers, account executives, developers, executives, and digital marketing managers.

Spoto Interactive | Lead Designer

2014

- Lead Designer for the Scripps Networks Interactive account: Food Network, HGTV, Cooking Channel, DIY Network, Travel Channel.
- Handled web design, logos, branding, interactive advertising campaigns, client interaction, micro sites, sweepstakes design, and web banners.
- Initiated a company social media plan: research, competitor analysis, setup, content creation, posting and ongoing administration.
- Client planning and presentation.
- Responsible for targeting prospective companies (business development) and pitching campaigns.
- Collaborated well with developers, designers, project managers and copywriters on all levels.

401! Creative | Design & Development Intern

2014

- Designed a variety of icons, mock ups and elements for websites.
- Knowledge and hands-on experience with SASS, Wordpress, Codekit, Bitbucket, and Compass.
- Collaborated well with creative directors, project managers, designers and developers.



emily acanfora | designer

484.547.2730

emilyacanfora.com

emily.acanfora@gmail.com



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experience cont'd

Klunk and Millan Advertising | Web and Graphic Design Intern

2013

- Designed a full range of logos, websites, social media cover photos, email blasts, and complete branding elements.
- Extensive process experience from concept stage to full design of finished work.
- Collaborated well with senior art directors, copywriters, web designers and developers.
- Experience dealing effectively with tight deadlines and various clients.

Freelance Designer

2012-Present

- Designed and coded websites from the initial concept to the final coding.
- Created branding and business suites for a variety of clients.

Dream Come True | Freelance Web Designer

2013

- Non-profit Designathon event done in 24 hours.

honors & activities

Dean's List | Skopje International Poster Competition Finalist | Silver Scholastic Art Award | Gold Carbon Lehigh Intermediate Unit Photography Competition | Visual Arts Outstanding Senior Achievement Award for Computer Graphics | Second Place in Photography Competition at the Allentown Fair | Member of AIGA and Philly Ad Club | Toys for Tots Charity Event volunteer | Nominated for Dianne V. Dockery Senior Ad Award



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