



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

### Benchworks | Senior Art Director

2017-Present

- Extensive experience in client interaction, planning, and presentation.
- Responsible for scoping the design process and designating deliverables for proposals and SOWs.
- Worked closely with both Creative and Digital teams to help establish and execute a more fluid process.
- Collaborated well with designers, account managers, account executives, front-end and back-end developers, editors, copywriters, and executives.
- Initiated a company social media plan: research, competitor analysis, setup, content creation, posting and ongoing administration.
- Handled full site redesigns, logos, landing page designs, concepting, ad campaigns, collateral, web banners, and email campaigns for both pharmaceutical and non-pharmaceutical clients.

### Liquid Interactive | Associate Art Director

2014-2017

Managed a team, mentored, and provided art direction to create award-winning responsive websites, interactive advertising campaigns, and full branding suites.

- Quality experience in client interaction, planning, and presentation.
- Developed an Internship Program to foster enhanced design skills across multiple platforms.
- Responsible for scoping the design process and designating deliverables for proposals and SOWs.
- Furthered team involvement in kickoff meetings, encouraged brainstorming sessions and worked closely with development teams to create a more fluid process.
- Collaborated well with strategists, designers, UX designers, project managers, account executives, front-end and back-end developers, executives, and digital marketing managers.
- Responsible for interviewing and hiring within the Creative department.
- Negotiates contracts with vendors, printers, and recruiters and acts as company liaison.



emily acanfora | designer

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## experience cont'd

- Submitted work to multiple award competitions and won a Silver ADDY.
- Handled logos, micro sites, interface designs, app designs, social media campaigns, landing page designs, illustrations, concepting, collateral, non-profit, web banners, and am an integral part of company QA process.

### Sposto 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.

### 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

Certificate in UX Design from How University | Certificate in In-House Creative Management from How University | Silver ADDY for Martin Guitar Redesign | Dean's List | Nominated for Dianne V. Dockery Senior Ad Award | Skopje International Poster Competition Finalist | Member of AIGA and Philly Ad Club | 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 | Toys for Tots Charity Event volunteer



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