



#### CONTACT ME

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#### MY PORTFOLIO

emilygomberg.com  
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#### EDUCATION

B.F.A. in Communication Design  
Kutztown University of Pennsylvania  
May 2024  
GPA - 3.6

#### HONORS/AWARDS

Dean's List 2020 - 2024  
Freshman Exhibition Show - May 2020  
Kutztown PA - Juried Exhibition Show

#### SKILLS

Adobe Creative Suite  
Basic Understanding of  
CSS and HTML and JavaScript  
Quickly grasps new information  
Works well under pressure  
Strong problem solving skills

#### FOCUSES

User Experience  
Branding  
Advertising  
Art Direction  
Social Media Strategy

#### VOLUNTEER EXPERIENCE

##### Designathon - Graphic Designer Kutztown, Pa - Spring 2024

A 12-hour consecutive event devoted to making and designing various ads/logos/social media posts for local non-profit organizations.

##### Design RX - Graphic Designer Kutztown, Pa - Spring 2023

Designed stationary sets for graduating Kutztown University students, worked collaboratively with a team of four.

#### WORK EXPERIENCE

##### Red Tettermer O'Connell + Partners - Art Creative Intern Philadelphia Pa, January 2024 - March 2024

- Worked closely with other team members, including graphic designers, photographers, copywriters, and marketing professionals, to execute projects effectively.
- Assisted in real time trend meetings and came up with ideas for tiktoks for various clients.
- Sat in weekly creative status meetings with various team leader.
- Created Gifs and social media posts for Sparkling Ice and Dietz and Watson primary using after effects and Photoshop.
- Adjusted tasting mats and tasting menus using InDesign to fit the current asks.
- Created professional comps for various clients and leveraged existing decks, assisting in creating visual materials.

##### West Winds Smoke Shop - Graphic Designer Trenton, NJ, August 2023 - Current

- Designed primary and secondary logos for West Winds Smoke Shop, successfully integrating branding elements into business and promotional cards, as well as original artwork for flyer's, and greeting cards.
- Collaborated closely with the client to ensure designs aligned with their vision and brand identity.
- Managed time efficiently to meet tight deadlines, delivering high-quality design assets within specified time frames.
- Produced custom greeting cards and birthday cards tailored to the store's theme and target audience, enhancing customer engagement and brand loyalty.
- Created personalized clothing items for employees and customers, incorporating unique design elements to reflect the brand's identity and promote a sense of unity within the store community.

##### Sprouts Farmers Market - Vitamin Clerk Dresher, Pa - January 2021 - February 2024

- Educated customers about the benefits of supplements and vitamins, utilizing in-depth product knowledge to address inquiries and provide informed recommendations within established guidelines.
- Created and maintained visually appealing department displays to showcase merchandise effectively and enhance customer engagement.
- Implemented accurate pricing strategies for merchandise, utilizing stamping, marking, and shelf tag placement to ensure clarity and consistency throughout the department.
- Stayed abreast of upcoming events and seminars, facilitating proactive customer engagement and promoting relevant products.
- Collaborated with colleagues to identify and showcase trending products, optimizing merchandise displays to capitalize on consumer preferences and drive sales.