

# EMMA FARRAR

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## TECHNICAL SKILLS

inDesign Illustrator Photoshop Lightroom  
Premiere Pro ArcGIS Placer Near Map  
Photography Google Earth Pro Google Maps  
Videography Constant Contact HTML & CSS  
Microsoft Office

## EDUCATION

### B.A. FINE ARTS / GRAPHIC DESIGN

Christopher Newport University,

Newport News, VA

August 2017- May 2021

Honors Graduate

Service Distinction Award

Kappa Pi International Art Honor Society

### STUDY ABROAD

Florence University of the Arts,

Florence, Italy

May 2019 - July 2019

## PORTFOLIO

<https://www.emmafarrar.com>

### FLYER DESIGN

Created unique flyers showcasing properties for diverse base of clients representing retailers and businesses.

### DOCUMENT DESIGN AND BRANDING

Conceived and produced briefs, white papers, magazine layouts, proposals, and presentations. Designed brand logos for diverse clients across retail and service businesses.

### MAP DESIGN

Created custom maps to illustrate international policy trends, population movement, and economic trends. Designed maps depicting retail market information and consumer trends and traffic.

### POSTER/BUSINESS CARD

Designed and produced educational Infographics. Created poster representing historic Native American for Think Tank Client.

## PROFESSIONAL PROFILE

Graphic Design Specialist with 5+ years of experience in the complete design process, from conceptualization to delivery. Expert at interdepartmental coordination and communication with tight turnarounds. Employ project tracking and organizing software (Trello) Skilled with Adobe Creative Suite (Illustrator, Photoshop, InDesign, and Premiere Pro), Map/Aerial design (ArcGIS, Google Earth Pro, and Near Map), Microsoft Office Suite, and web design applications (Dreamweaver, HTML, Constant Contact). Able to stretch the boundaries of design and digital storytelling to help my client's brands stand out.

## PROFESSIONAL EXPERIENCE

### GRAPHIC DESIGNER

*KLNB, Washington, DC / 2021 - Present*

- Design marketing materials for commercial real estate brokers and clients.
- Create illustrative site plans of shopping centers and commercial buildings, build traffic and clientele charts, and economic impact data, and incorporate them in marketing brochures, tourbooks and presentations.
- Create various site and aerials that include retailers, developments and other information about market conditions.
- Create maps using ArcGIS that include retailers, developments and other information about the market.
- Create pitch packages for presentations to potential new clients.

### POST GRADUATE DESIGN ASSISTANT

*CSIS, Washington, DC / June 2021 - July 2021*

- Design and edit digital graphic artwork for presentations and publications.
- Contribute to the publication of manuscripts and on-line seminars.

### FITNESS CENTER SUPERVISOR

*CNU, Newport News, VA / January 2020 - May 2021*

- Respond immediately to patron requests, inquiries and concerns to ensure a clean, well organized health and fitness facility.
- Enforce university policies and procedures.

### SALES ASSOCIATE AND CASHIER

*Michaels, Alexandria, VA / June 2016 - January 2021*

- Assist customers to increase sales; stocking and merchandise presentation; maintain department and company standards.
- Greet customers, collected payments, answered inquiries and phone calls to the store.

### DESIGN INTERN

*CSIS, Washington, DC / June 2020 - July 2020*

- Design and edit digital graphic artwork for presentations and publications.
- Contribute to the publication of manuscripts and on-line seminars.