

[ art direction  
+ graphic design ]

# emma wells



A SKILLED CREATIVE FOCUSED ON  
ELEVATING BRANDS THROUGH IMPACTFUL  
CAMPAIGNS, SOCIAL ACTIVATIONS, AND  
PRINT OR DIGITAL EXPERIENCES.

experience as

**ART DIRECTOR + DESIGNER**  
FREELANCE / SAN DIEGO, CA / 12.2023 - PRESENT

Crafting omnichannel ad campaigns that connect brands with audiences across social, video, and digital signage. Partnered with clients to shape visually cohesive brand identities—including a political nonprofit—ensuring every asset upheld brand values, resonated with their message, and adhered to regulatory standards.

**ART DIRECTOR**  
THE WOO / LOS ANGELES, CA / 09.2021 - 12.2023

Conceptualized high-impact campaigns for industry-leading brands in tech, wellness, and lifestyle. Mentored junior designers, shaping their skills to meet the vision while maintaining industry standards. Led on-set productions from kickoff to wrap, ensuring all creative output stayed aligned with brand requirements and regulatory guidelines. Collaborated with cross-functional teams to produce content that not only resonated but also achieved performance metrics.

**SENIOR GRAPHIC DESIGNER**  
CORCORAN / NEW YORK, NY / 05.2018 - 09.2021

Managed a team delivering high-quality marketing for luxury real estate, ensuring every piece met industry regulations. Designed and executed brochures, out-of-home ads, direct mail, signage, web ads, and TV spots while mastering After Effects to introduce motion graphics on social media, enhancing brand visibility with engaging content.

**GRAPHIC DESIGNER**  
FREELANCE / NEW YORK, NY / 05.2017 - 05.2018

Created branding, advertising, and packaging strategies for diverse clients, including a perfume brand. Managed packaging design from concept to final approval, aligning with brand vision and navigating regulatory requirements. Crafted presentations, infographics, and digital assets that balanced creativity with strategic objectives, delivering results that aligned with client goals.

**PRODUCTION DESIGNER**  
DWELL MAGAZINE / NEW YORK, NY / 06.2015 - 05.2017

Assisted in producing editorial spreads and managing ad traffic for a 250K-subscriber base. Developed sponsored sections with a consistent aesthetic, elevating design quality while ensuring adherence to publication standards.

recommended by

CHELSEA KAUTH / FORMER BOSS / 585-752-6102

MARCIA KADANOFF / CLIENT / 650-270-4309

TANI YASSO / COLLEAGUE / 562-527-6692

LAURA MCLAUGHLIN / FORMER BOSS / 917-716-1241

career highlights

Executed the “Shots of Pleasure” series for Whipshots with Dr. Ruth: Achieved 1.7 million impressions, a 75% follower growth, and boosted brand visibility through bold motion graphics and salacious storytelling.

Produced a compelling World Cup spot and AR filter for Re-INC: Highlighted global pay inequality in sports, drove a 30% increase in social media engagement, and supported the launch of a socially-conscious clothing line with USWNT legends.

education from

B.A. GRAPHIC DESIGN + VISUAL COMMUNICATION  
BARUCH CUNY, 2015

A.A. LIBERAL ARTS  
NEW YORK UNIVERSITY, 2011

certificates in

CREATIVE DIRECTION  
ELVTR WITH ARI HALPER OF R/GA, 2024

COLOR + DESIGN  
SAN FRANCISCO STATE UNIVERSITY, 2017

skilled with

