

914-426-6340
ehanby@yahoo.com
www.hanby.design

EMILY HANBY

Education

West Chester University of Pennsylvania
Bachelor of Fine Arts in Graphic Design, May 2009
Minor in Web Technology
Graduated Magna Cum Laude

Summary & Skills

An experienced graphic designer who is flexible, creative, and willing to work with any business, large or small, to meet their needs. Also an independent creative business owner with extensive knowledge of the needs of small businesses.

- Extensive proficiency in the Adobe Creative Cloud Suite, including Photoshop, Illustrator, and InDesign, current to the present year.
- Expertise in print design covers wide-format and signage as well as book, pamphlet, rack card, brochure, poster, and all types of marketing material.
- Over a dozen logo and branding designs for clients.
- Web design proficiency covers Wordpress and Squarespace custom development, including Woocommerce, Acuity Scheduling, Jetpack, and other major plugins for custom store development and sales management.
- Back-end website development knowledge including HTML and CSS.
- Social media outreach, marketing, and advertising on Twitter, Facebook, Instagram, and Tumblr for companies as well as personal promotion.
- Knowledge of setting up mailing lists, managing campaigns, and creating email marketing through Constant Contact and MailChimp.
- Screenprinting design for t-shirts, bags, and more, with hands-on screenprinting experience.
- Pre-press knowledge with Onyx.
- Extensive proficiency in custom digital illustration, commissioned to order for clients according to their specific needs.
- Sequential art skills that includes comic creation.
- As an independent business owner, extensive knowledge of sourcing materials and making purchasing arrangements for all levels of business management and product creation.
- Experience handling accounting, taxes, reporting, and other basics of independent business ownership.
- Experience in direct sales, online sales, and marketing of custom retail products on Amazon, Etsy, and other commerce platforms, designed and developed personally.
- Product design and development for retail sale.
- A self-starter attitude, appropriate for a fast-paced environment that needs engagement and project management to meet deadlines on multiple projects at the same time.

Work Experience

Freelance & Sole Proprietor Business
Graphic Design, Comic, Illustration, & Retail
May 2009 to Present

- Custom illustration commissions completed in a timely fashion for clients to their specifications.
- Graphic design projects including website development, branding, email blasts, print ads, and more.
- Writing, artwork, and promotions for webcomics, regularly updated weekly by personal schedule.
- Marketing of projects and products through Twitter, Instagram, Tumblr, and MailChimp.
- Development of websites for Wordpress and Squarespace platforms, including Woocommerce custom stores with product management.
- Custom retail product creation with direct and online sales through Amazon, Etsy, INPRNT, and other commercial platforms.
- All accounting, reporting, and taxes for a sole proprietorship to state and federal governments.
- Self-publishing from start to finish of graphic novel Black Peak with marketing and sales management.

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Work Experience (Continued)

Sign Extreme
Sleepy Hollow, New York
Graphic Designer
November 2010 to March 2017

- Designed numerous exterior signs, advertising, and promotional materials for businesses, including wide format signage as well as interior, exterior, and custom sign system development.
- Created custom illustrations for screenprinting, including single color to full-color designs.
- Project management of all company projects from start to finish to meet deadlines and quality control.
- Met with clients throughout the design process to determine client needs and ensure project satisfaction.
- Assisted with wide-format production, including both Onyx pre-press as well as floor production.
- Custom website development through Wordpress as well as Facebook presence management.

ChalkTalkSPORTS
Norwalk, Connecticut
Graphic Designer
July 2010 to November 2010

- Brainstormed and designed illustrations for t-shirts and various other printable media.
- Handled design and execution of promotional email campaigns using Constant Contact
- Designed custom magazine advertisements for print according to monthly schedule.
- Created and maintained associated blog website www.goneforarunblog.com
- Designed custom products for retail sale, including packaging design.
- Handled phone sales and customer questions as needed to support the team.

McMahon's Farm
Hopewell Junction, New York
Design/Office Associate
October 2009 to April 2010

- Designed sales and promotional flyers for featured new products for both print and web.
- Responsible for depositing of checks into designated company account.
- Involved with customer orders and customer service as well as inventory management.

West Chester University, Graphics & Printing Department
West Chester, Pennsylvania
Printing/Design Assistant
August 2005 to May 2009

- Assisted with design decisions in various publications for the University and outside clients.
- Operated all forms of essential print shop machinery, including Océ and Xerox printers, collators, folders, staplers, cutters, and more.
- Handled overseeing and training of new assistants to the department.