



## EMMA REINISCH

Graphic Designer

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www.emmareinischdesigns.com

### EDUCATION

The College of Saint Rose, Albany, NY  
BFA in Graphic Design, Minor in Art History, 2019

### STUDY ABROAD

Study Tour: Art History in Italy, The College of Saint Rose, 2018

### DESIGN SKILLS

Visual communication and concept development from research to completion: identity and branding, business systems, information design, poster design, illustration, collateral design, packaging, advertising, hand-lettering, editorial design, web and interactive design, and pre-press production

### TECHNICAL & DIGITAL SKILLS

Adobe Creative Suite including Illustrator, Photoshop, InDesign, After Effects, Lightroom, and Muse; InVision; Website Design using Wordpress, Squarespace, and Wix; Social Media; Microsoft Office including Word, Excel, and PowerPoint; Slack; ASANA; Google Docs, Sheets, and Slides

### HONORS AND AWARDS

Presidential Scholarship, The College of Saint Rose, 2015–2019

Artwork selected, juried Undergraduate Exhibition,  
The College of Saint Rose, 2017, 2019

Art Scholarship, The College of Saint Rose, 2015–2019

Exhibitor, Lorem Ipsum Show, Picotte Gallery,  
The College of Saint Rose, 2018

Finalist, Logo Design, American Ad. Federation Awards, 2018

Dean's List, The College of Saint Rose, 2015, 2016,  
Fall 2017, Spring 2018

Artwork selected, Foundation Show,  
The College of Saint Rose, 2016

### MEMBERSHIPS & COMMUNITY INVOLVEMENT

Contributing Member, AIGA Upstate New York, 2018–present

Committee Member, Senior Art Show, Esther Massry Gallery,  
The College of Saint Rose, 2019

Vice President, AIGA Student Chapter,  
The College of Saint Rose, 2018–2019

Member, The National Society of Leadership and Success,  
The College of Saint Rose, 2015–2019

Member, AIGA Student Chapter,  
The College of Saint Rose, 2017–2018

Volunteer, Undergraduate Exhibition, The College of Saint Rose,  
2016–2019

### PROFESSIONAL EXPERIENCE

#### **Cadence13**

New York, NY, April 2021–present

*Podcast Graphic Designer*

Works on weekly social assets for a variety of Cadence13 and Ramble podcasts including *Tell Me with Ellen Pompeo*, *Anything Goes with Emma Chamberlain* and *Back Issue*; creates web banners, graphics, and apple artwork to promote various podcasts

#### **Freelance Graphic Designer**

Albany, NY, June 2019–present

*Self-Employed*

Clients include Old Daley Custom Catering, Sidekick Creative, The College At Brockport State University Of New York Softball and Baseball Athletic Programs, TroyGrit, Engine 7 Design (Albany Medical Center, SUNY Albany, and Saratoga Hospital)

#### **Christian Brothers Academy**

Albany, NY, July 2020–April 2021

*Communications and Events Assistant*

Worked on designs for print and digital collateral; completed all website and social media updates, producing graphics and writing content when needed; assisted with organizing and running events in collaboration with a small team

#### **Old Daley Custom Catering**

Averill Park, NY, September 2017–April 2021

*Captain of Servers*

Oversaw all servers, ensuring they were attending to guests and their responsibilities; served guests at weddings and various events; cleaned and shut down facility at conclusion of events

#### **Sidekick Creative**

Glens Falls, NY, December 2019–March 2020

*Graphic Design Winter Intern*

Assisted with brand research, brainstorming, and concept development; worked on internal projects, such as social media graphics and website updates, in collaboration with a small design team; designed for an array of clients, including Tri-County United Way, the Adirondack Health Institute, and The Daily Squeeze

#### **MacMillan Publishing/St. Martin's Press**

New York City, NY, Summer 2018

*Graphic Design Intern*

Assisted with book production and book mechanical design; consulted with art directors on back cover, spine, and hardcover flap design; ensured book production remained on schedule; prepared final book mechanical files for printing