EMILY WATKINS

CONTACT

emilywatkins313@gmail.com / 215-514-9020

emily-watkins.com

EDUCATION

Bachelor's Degree in Graphic Design   **The Pennsylvania State University**

EXPERIENCE

Associate Graphic Designer   **Remote (2023-present)**
Abercrombie & Fitch Co.

- Collaborate with the Senior Art Director to bring seasonal campaigns to life from concept to execution.
- Design strategic, user-centered experiences using Figma and Adobe Creative Suite across web design, social and paid media, print materials, store displays, and brand assets.
- Work cross-functionally with strategists, copywriters, photographers, merchandisers, developers, and legal partners to ensure consistency across all touchpoints.
- Present creative work to stakeholders and senior leadership, leading discussions that align vision, gather feedback, and support overarching company goals.

Assistant Graphic Designer   **Remote (2021-2023)**
Abercrombie & Fitch Co.

- Designed store signage for both domestic and international markets, bringing the brand to life within a cohesive visual identity.
- Created production-ready assets and managed communication with external creative vendors to ensure high-quality, on-time delivery.
- Collaborated with global teams to deliver a seamless and unified brand experience across all regions.

Graphic Designer
Freelance   **Remote (2024)**

- Designed engaging email campaigns and digital advertisements for high-profile clients including Jillian Dempsey, Bala, and Margaux.

Graphic Design Intern   **State College, PA (2020)**
PepsiCo

- Concepted and developed a targeted point-of-sale campaign for college campuses, designed to capture student attention and drive on-site engagement.

TECHNICAL SKILLS

Design Programs

- Figma and Adobe Creative Suite (Photoshop, InDesign, Illustrator, XD, After Effects, Acrobat Pro)

Organizational Tools

- Jira, Adobe Experience Manager (AEM) and Microsoft