

EMILY McALISTER

ART DIRECTOR - SENIOR DESIGNER

CONTACT

emilymcalister.com
(248) 840-4615
emilymcalister@gmail.com

EDUCATION

BFA, Design
University of Michigan, Ann Arbor
Stamps School of Art & Design

SKILLS

Adobe CC, illustration, animation,
Sketch-up, strategy, branding, Sketch,
mentorship, letters/type, copywriting

BARRE3 - SENIOR DESIGNER (PORTLAND, OR, 12/19 - 3/20)

- Led design campaign direction for seasonal sale, lead art director on brand Q1 photoshoot
- Led environmental design direction for nationwide studio redesign project.
- Positioned for promotion to art director, laid off due to Covid-1

FREELANCE DESIGNER/ART DIRECTOR (PORTLAND, OR, 1/19 - 11/19)

- Designer: *Studio Mega, Studio Butch + WK, Brave New Day, Roundhouse, Lake Retreat, adidas*
- Art Director: *Laundry Service - Nike Jordan*

HAPPYLUCKY - DESIGNER/JR. ART DIRECTOR (PORTLAND, OR, 10/16 - 12/18)

- Design seasonal and evergreen brand campaigns, largely for adidas America/global.
Other clients include Wanderlust, PopSugar, LeanIn, Coachella, American Express.
- Design, plan, and execute high-profile events; product launches, brand activations, festivals, etc.
- Art direct campaign photoshoots, lead/co-lead process from concept, through execution and post.
- Responsibilities include ideation, strategy, concepting,, style guides, graphics, retail, web, and interiors.

SOREL - FREELANCE BRAND DESIGNER (PORTLAND, OR, 4/16 - 8/16)

- Designed all marketing and promotional assets for SOREL footwear, including print, POS, e-comm, trade show, web, email, and social media.

NIKE - FREELANCE PRODUCTION DESIGNER (BEAVERTON, OR, 6/15 - 3/16)

- Built technical illustrations for licensed NCAA Football and MLB apparel.
- Worked with designers, project line managers, etc to interpret and execute designs.

RR DONNELLEY - FREELANCE JR. ART DIRECTOR (PORTLAND, OR, 2/14 - 9/14)

- Designed layouts for Target Canada weekly fliers. Created product story vignettes and laydowns.
Worked on eight different books simultaneously, from conception to pre-press.
- Planned visual strategy for photoshoots for in-house brands, focusing on home and fashion.

REFERENCES

JENNA SUHARTO

Sr. Account Supervisor
Swift Agency
jennasuharto@gmail.com

SAXON TROBAUGH

Senior Manager, adidas Originals
Global Retail Marketing
saxon.trobaugh@adidas.com

MITCH MORSE

Creative Director
Roundhouse
mitch.morse@roundhouseagency.com