

Emma Zink



Education

University of Minnesota, Twin Cities

BFA in Graphic Design, Mass Communications Minor

Work Experience

Emma Designs co. (Full-time Freelance)

Designer, Owner | December 2023–Present

- Lead weekly work-in-progress meetings with the design team
- Design logos and develop brand identities for a variety of clients

Tellwell

Lead Graphic Designer | March 2023–December 2023

Graphic Designer | May 2021–March 2023

- Lead weekly work-in-progress meetings with the design team
- Design logos and develop brand identities for a variety of clients
- Collaborate with film producers to create storyboards and graphics for films
- Design websites in Figma utilizing brand standards
- Lead presentations of in-progress and finalized work to clients
- Collaborate with project and account managers to ensure each project is meeting deadlines and staying on budget

Super Studio

Digital Designer | 2021, February–May

- Designed a variety of print and digital media for clients
- Designed the brand guide for the parent company of Super Studio with direction from the Creative Director
- Collaborated with web developers to build sites that designed and prototyped in Adobe XD and Figma

Moore Engineering

Marketing Specialist II | June 2020–February 2021

- Created internal newsletters
- Designed internal and external marketing campaigns
- Designed murals for new office locations and communicated with printers to accomplish a smooth install

University of Minnesota Twin Cities

Athletic Department Graphic Designer | October 2018–May 2020

- Developed promotional materials for recruitment
- Designed wall art installments for the football team
- Branded the 2019–2020 Men's Gymnastics season

Curious Plot (Formerly FLM/Harvest)

Creative Intern and Freelance Designer | 2019, May–August

- Designed a variety of print and digital media for clients
- Prototyped landing pages and designed email campaigns
- Worked with media buyers to design for and utilize the best media outlets

Infinity Direct

Marketing and Design Intern | 2018, July–August

- Created internal newsletters
- Designed direct mailing concepts for Star Tribune
- Worked with a local politician on campaign strategy

Minnesota FFA Foundation

Communications Intern | April 2018–April 2020

- Managed social media accounts and designed graphics
- Promoted fundraising efforts and highlighted sponsors

Red River Farm Network

Broadcast and Marketing Intern | 2017, June–August

- Wrote and recorded stories for broadcast
- Authored articles for the Northharvest Beangrowers publication
- Interviewed producers in person and over the phone