



**FOLLOWING A CHILDHOOD OF VIDEO GAMES, LEGOS, BASEBALL CARDS AND VHS TAPES,  
MY LIFE WAS DESTINED FOR A WORLD OF DESIGN, MOTION AND INTERACTION.**

## **ABOUT**

I HAVE OVERSEEN PROJECT TEAMS, INVOLVING A HIGH DEGREE OF ENGAGEMENT, IN BOTH INDIVIDUAL COMPANY AND AGENCY SETTINGS.

UTILIZING A STRONG UNDERSTANDING OF INDUSTRY TRENDS AND CREATIVE TOOLS, I HAVE A PROVEN TRACK RECORD OF BRINGING BEST IN CLASS BRANDING EXPERIENCES TO LIFE AND DELIVERING INNOVATIVE DESIGN SOLUTIONS FOR A VARIETY OF WEB PROPERTIES.

I EXCEL IN KNOWING NOT ONLY HOW TO WORK WITHIN BRAND GUIDELINES, BUT HOW TO MAKE THEM STRETCH WITHOUT BREAKING THEM.

AS LEAD DESIGNER ON MANY HIGH PROFILE PROJECTS, I HAVE DEVELOPED CREATIVE CONCEPTS THAT DEMONSTRATE ORIGINALITY, INNOVATION, AND PROBLEM SOLVING AND HAVE PRESENTED THESE CONCEPTS TO BRAND PARTNERS.

ADDITIONALLY, I HAVE PROVEN MY ABILITY TO LEAD BY MANAGING PROJECTS FROM CONCEPT TO COMPLETION BY DELEGATING, PROVIDING DIRECTION AND FEEDBACK, AND ENSURING THAT BEST PRACTICES AND GUIDELINES ARE MET.

MY UNDERSTANDING OF MARKETING INITIATIVES, STRATEGIC POSITIONING, AND THE ABILITY TO ENGAGE A TARGET AUDIENCE MAKE ME AN IDEAL CANDIDATE FOR THIS POSITION.

THANK YOU FOR YOUR CONSIDERATION.

**EMERICK CARLSON**

## EXPERIENCE

*AUGUST 2012 - PRESENT*

### FREELANCE

UI DESIGNER, ART DIRECTOR, GRAPHIC DESIGNER

*AUGUST 2009 - MARCH 2015*

### CASH AMERICA

FREELANCE ART DIRECTOR

*JULY 2007 - JANUARY 2013*

### TPN

FREELANCE ART DIRECTOR

*JUNE 2011 - AUGUST 2012*

### HEALTHSPARQ

UI DESIGNER, SR. GRAPHIC DESIGNER

*NOVEMBER 2009 - SEPTEMBER 2010*

### JC PENNEY

FREELANCE UI DESIGNER, ART DIRECTOR

*AUGUST 2008 - NOVEMBER 2008*

### ACKERMAN McQUEEN

SR. ART DIRECTOR

*JANUARY 2008 - APRIL 2008*

### TEMERLIN McCLAIN

FREELANCE ART DIRECTOR

*APRIL 2007 - JUNE 2007*

### PAVLOV AGENCY

FREELANCE ART DIRECTOR

*MAY 2006 - APRIL 2007*

### TRIBAL DDB

ART DIRECTOR

## EDUCATION

*DECEMBER 2005*

### TEXAS STATE UNIVERSITY

BACHELORS OF ARTS - COMMUNICATION DESIGN

*DECEMBER 2003*

### SAN ANTONIO COLLEGE

ASSOCIATES OF ARTS - GRAPHIC DESIGN

## PROGRAMS

INDESIGN, ILLUSTRATOR, PHOTOSHOP, MUSE, PREMIER, DREAMWEAVER, AFTER EFFECTS, ACROBAT PDF, BOXSHOT, BALSAMIC, INVISION, DROPBOX, MS OFFICE

## CLIENTS

BLUE CROSS BLUE SHIELD, JC PENNEY, OKC THUNDER (NBA), BANK OF AMERICA, STARBUCKS, PEPSI, LAY'S, CHEETOS, DISCOVER NETWORK, REESE'S, QUAKER, HERSHEY, NRA, CHESAPEAKE ENERGY, NATIONWIDE INSURANCE, ILLICITOR, CHOCTAW CASINO, AMERICAN AIRLINES, TEXAS TOURISM, OSAGE CASINO, DALLAS MARKET CENTER, PRANA PRINCIPLE, SUPERPAGES, CASH AMERICA, STRIKE GOLD NOW, MR. PAYDAY, SUSAN G. KOMEN, KID PHONE ADVOCATE, COLUMBIA 300, BOOKOO ENERGY, STUDY ISLAND, TANGLE.COM, FANICAL, FEELGOOD SUPERFOODS, EDS

## AWARDS

GRAPHIS, CMYK MAGAZINE, ADDYS, CREATIVE SUMMIT