



# EMILY BORST

BRAND AND PACKAGING DESIGN

## CONTACT

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## WORK HISTORY

### **PET PARTNERS, WILTON, NY**

Graphic Designer | February 2017 to Current

Assist Pet Partners in their mission of supporting their network of animal clinics. Meet with Pet Partners hospitals to assess project needs, conduct creative briefings and brainstorm project ideas. Create print and digital designs for use in web, social, print and email while working effectively on tight deadlines. Lead the design and attendee experience for off-site three day seminar for 150 staff from all over the country. Additional responsibilities include leading cross functional teams to help evolve the Pet Partners brand and purpose, managing internal communications and maintaining a multi-media resource library.

### **BLACK DOG DESIGNS, GLENS FALLS, NY**

Graphic Designer | August 2016 to February 2017

Developed and implemented cohesive branding and identity schemes as well as collaborated with design, web and marketing professionals to create effective design solutions for print pieces, product packaging and web design.

### **SAWYERS SCREEN PRINTING AND EMBROIDERY, DELMAR, NY**

Graphic Designer | September 2015 to September 2016

Created custom designs for garments and prepared proofs for customer approval as well as assisted with daily shop operations.

## EDUCATION

### **FASHION INSTITUTE OF TECHNOLOGY, NEW YORK, NY**

Packaging Design BFA | May 2015, GPA 3.8, *Magna cum laude*

Minor in art history

Communication Design AAS | May 2013, GPA 3.8, *Summa cum laude*

### **INTERNSHIPS**

Seventh Generation; Packaging Design Summer Associate | Summer 2015

PepsiCo; Design Intern | Spring 2015

Smithsonian National Air and Space Museum; Exhibit Design Intern | Summer 2014

## VOLUNTEER

### **AIGA UPSTATE NEW YORK (UPSTNY)**

Board Member | June 2017 to Current

518 Programming Coordinator and Sponsorship Assistant

Brainstorm, plan and host Albany area events for creative students and professionals to help enhance professional development. Work along side the Sponsorship Director to craft language and design materials to boost awareness of AIGA UPSTNY and gain sponsorship for events, while working within the national AIGA brand standards.

## SKILLS

Software: Adobe Photoshop, Illustrator, InDesign, After Effects; Wordpress; Microsoft Office  
Marketing: Smart and creative copywriting; Social media advertising; MailChimp campaigns  
Soft Skills: Big-picture thinking; Organization; Project management; Problem Solving