



📍 San Jose, CA
📞 321-279-7952
✉ hello@emilylounsbury.com
🌐 emilylounsbury.com

SKILLS

Design

UX / UI
Research & Development
Prototyping & Evaluation
Typography
Digital & Film Photography

Programming

HTML + CSS
Familiarity with Swift, Dart,
Java, Javascript & PHP

Software

Illustrator
InDesign
Photoshop
After Effects
Premier Pro
Audition
Sketch
InVision / Craft
YouTrack / Jira
Wordpress

EDUCATION

2013
Bachelor of Fine Arts
University of Florida
Gainesville, FL
Cum Laude

EXPERIENCE

2016 - present
Head of Design
Birch Finance – San Jose, CA

As the sole designer for Birch, I was responsible for the company's branding and identity, all marketing materials, and the UX and UI design for the product on all platforms (Web, iOS, and Android).

- Developed and designed the company branding and identity including logo, business cards, pitch decks, product landing pages, and several internal management tools.
- Designed web and native app UX and UI using Sketch, including prototypes created with InVision.
- Responsible for much of the front-end HTML and CSS for the web application and static pages, along with various front-end improvements to existing code for both the iOS & Android apps.
- Supported the team with product management, assisting in prioritization of projects and overseeing task management in YouTrack.
- Initiated the production of over 4,000 static informational pages to increase Birch's search engine visibility and organic search traffic. The pages increased organic traffic 10% week over week, contributing to over 80% of total traffic after 9 months.

2013 - 2016
Creative Director
Sportody – Gainesville, FL

As the sole designer for Sportody, I was responsible for the company's branding and identity, all marketing materials, corporate branding materials, and the UX and UI design for the product on all platforms (Web, iOS, and Android).

- Developed and designed the company branding and identity including logo, corporate stationary, various pitch decks, and a one minute product explainer video using After Effects.
- Designed web and native apps using Adobe Illustrator, including prototypes created with InVision.
- Produced all marketing materials including email, social media ad assets, and various print projects for mailers and local events.
- Led a user feedback session with 20 volunteer participants to obtain feedback on the app's interface and general industry knowledge.

2010 - present
Freelance
Designed specific projects for various clients. Projects range from branding to web development. For examples of the work completed, my full portfolio can be found at emilylounsbury.com