

EMMA CAVANAUGH

New York, NY • 914-960-2236

emmacavanaugh93@gmail.com • emma-cavanaugh.com

SKILLS

Adobe Illustrator
Adobe Spark
Microsoft Excel

Adobe Photoshop
Microsoft PowerPoint
Product Development

Adobe InDesign
Photography
Social Media Content

EXPERIENCE

Graphic Designer – *True Love Accessories*

May 2018 – Current

- Lead the design and development of custom packaging, branding, and visual concepts for fashion accessories and private label programs across multiple retail channels
- Create commercially driven packaging systems, hangtags, carding, labels, and branded collateral that align with trend forecasting and retailer aesthetics
- Develop original artwork, prints, typography treatments, and seasonal concepts inspired by current fashion, beauty, and lifestyle trends
- Design trend-forward collections across bags, belts, hats, cold weather, gifting, and novelty accessories with a strong understanding of consumer appeal and styling
- Collaborate cross-functionally with sales, product development, merchandising, factories, and overseas vendors throughout the production lifecycle to ensure brand consistency and quality execution
- Produce detailed mockups, renderings, and production-ready files with strong attention to construction, materials, finishes, and packaging presentation
- Present concepts, trend direction, and packaging programs to internal teams and retail partners while adapting designs based on feedback and evolving business needs
- Manage multiple projects simultaneously in a fast-paced environment while maintaining speed, flexibility, and strong attention to detail
- Developed packaging and custom programs for major retailers including Disney, Forever21, Nordstrom, Popshelf, Five Below, Von Dutch and Hot Topic

Freelance Graphic Designer – *Universal Music Group*

Oct 20 – Dec 20

- Developed visually captivating e-mail banners and promotional assets for high-stakes awards season campaigns, maintaining strict adherence to artist brand standards
- Orchestrated collaboration with creative teams to conceptualize album artwork, utilizing sketching and mood-boarding to define color palettes and core design elements

Account Executive – *Stony Jewelry*

Feb 17 – May 18

- Translated market research into comprehensive trend reports for the design team, directly influencing seasonal merchandise selection and driving measurable revenue growth.
- Spearheaded "Design-to-Business" storytelling through visual presentations for leadership, utilizing data to justify high-level merchandising and design directions

Design & Sales Assistant – *Stony Jewelry*

Mar 16 – Feb 17

- Developed the company's e-commerce platform and produced all digital content, including product photography and social media assets
- Created marketing materials and wholesale toolkits to support brand presentation and customer outreach

EDUCATION

Bachelor of Arts Graphic Design from University at Buffalo (SUNY)