

Emily Schoonover

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Awards

USC
Visual Communications
Outstanding Senior

American Advertising Awards (AAF Midlands)

Student Best in Show '21
Student Special Judges' Award '22
Gold - digital creative technology
Gold - out of home media
Silver - newspaper advertising
Silver - social media
Silver - animation or SFX
Silver - digital publication

College Media Business & Advertising Managers

1st - sales promotion materials
2nd - display ad
3rd - best designer

South Carolina Press Association

1st - advertisement
2nd - advertisement x2
3rd - advertisement

Education

2017–2021

University of South Carolina // Columbia, SC
Bachelor of Arts in Visual Communications
Minor in Graphic Design

Experience

2025–Present

Graphic Designer and Illustrator

Freelance // Columbia, SC

- Design print collateral, digital assets, branding, and more for a variety of clients throughout the southeast

2022–2025

Graphic Designer

ByFarr Design House // Columbia, SC

- Collaborate with photographers and writers to design and produce quarterly issues of Fig magazine ranging from 84-100 pages
- Oversee printing and proofing of Fig magazine
- Work within existing brand standards to design social media posts, newsletters, print collateral, and animations for market partners
- Coordinate with print and manufacturing vendors to produce custom-designed goods including matchboxes, wax seals, napkins, medals, and more

2021–2022

Graphic Designer

Able VFX // Columbia, SC

- Create design assets for motion graphics and visual effects for both broadcast and web
- Collaborate with team and partner agencies on concept generation
- Develop an augmented reality Instagram filter as campaign promotion

2020–2022

Owner

Moonlit Press // Columbia, SC

- Design, illustrate, and manufacture original products including stickers and art prints
- Develop brand identity and sustainable packaging
- Manage, fulfill, and ship 700+ national and international orders

2020–2021

Creative Director

The Carolina Agency // University of South Carolina

- Manage team of six creatives and provide daily support
- Assign projects based on individual skill and lead meetings
- Organize multiple projects and deadlines at once
- Communicate with account management and research teams to meet client needs and comply with brand standards

2018–2021

Lead Designer

Creative Services at Garnet Media Group // University of South Carolina

- Create digital content including animated gifs, banner ads, email newsletters, social media graphics, and digital boards
- Work closely with Art Director to manage design team, hold weekly meetings, provide project feedback, and delegate tasks
- Design print deliverables and promotional materials including ads, posters, stickers, banners, maps, handbills, and calendars