

# Emily Schoonover

## Contact

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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