

# EMILY SCHOONOVER

## Contact

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## Awards

### UofSC

*Visual Communications*  
*Outstanding Senior*

### ADDYs

*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

### CMBAM

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

### SCPA

*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

**2021–now** **Graphic Designer**  
*Able VFX // Columbia, SC*

- Create design assets for motion graphics and visual effects for both broadcast and web
- Collaborate in creative concept generation with co-workers and other agencies
- Develop augmented reality filters as campaign promotion
- Expand and develop guidelines for Able's own brand identity

**2020–now** **Owner**  
*Moonlit Press // Columbia, SC*

- Design, illustrate, and manufacture original products including stickers, art prints, and stationary
- Develop custom branded envelopes and sustainable packaging
- Manage, fulfill, and ship 640+ national and international orders

**2020–2021** **Creative Director**  
*The Carolina Agency // Columbia, SC*

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

**2020–2021** **Creative Director**  
**2018–2019** **Art Director**  
*Garnet & Black Magazine // Columbia, SC*

- Oversee multimedia, design, style, and photo teams to ensure high-quality visual content for print and digital publication
- Curate content for print editions and prepare files for print
- Develop eye-catching magazine spreads and illustrations through collaboration with photographers and writers

**2018–2021** **Lead Designer**  
*Creative Services at Garnet Media Group // Columbia, SC*

- Create digital content including animated gifs, banner ads, email newsletters, social media graphics, and digital boards based on client needs
- 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