

EMMA SCHNEIDER

VISUAL IDENTITY DESIGNER

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EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

Master of Fine Arts in Graphic Design and Visual Experience, June 2025

- Achievement Graduate Scholarship
- Student Recognition Scholarship
- Academic Honors Scholarship

TULANE UNIVERSITY SCHOOL OF LIBERAL ARTS

Bachelor of Arts in Graphic Design and Communications, Business Management Minor, May 2022

- Tulane Merit Scholarship
- Gold ADDY Award
Student Gold American Advertising Award for "Space Station Icons" in the Illustration Campaign Category, 2022

SKILLS

- Adobe Illustrator
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere
- Adobe XD
- Procreate
- Logo Design
- Branding & Identity
- Typography
- Digital Illustration
- UX Design
- Creative Direction

EXPERIENCE

SCAD GLYPH GRAPHIC DESIGN CLUB

Chief of Event Management | Savannah, GA | Fall 2023 - Present

- Facilitate the planning of 8 events per quarter, procuring catering services and activity materials, organizing event spaces, and managing budget allocations
- Oversee all communications related to events and lead weekly meetings for the club's 30+ members

BY DANA INC.

Freelance Designer | Morganville, NJ | Winter 2022 - Present

- Design special event logos and branding assets for clients on a weekly basis, attracting a diverse clientele with a modern approach
- Enhanced company efficiency by doubling productivity capabilities and expanded the business scope through innovative design solutions

AT HOME® x SCADPRO COLLABORATION

Deliverables Manager | Savannah, GA | Winter 2024 - Spring 2024

- Employed strong graphic, writing, and organizational skills to create presentation decks and other visual deliverables for the client
- Worked with a team of 19 other creatives to design a mixed-media gallery wall collection in 10 weeks to be sold in At Home® stores starting in early 2025

CRAWFEST AT TULANE UNIVERSITY

Lead Design Manager | New Orleans, LA | Fall 2021 - Spring 2022

- Created the brand identity system and all design assets including the event signage, lineup poster, site map, merchandise, and more
- Attracted over 10,000 attendees and sold out of merchandise for the first time in the history of this annual student-run music and food festival

ALPHA DELTA PI SORORITY EPSILON CHAPTER

Director of Public Relations | New Orleans, LA | Winter 2020 - Winter 2021

- Designed on-trend merchandise for the 150+ members of the Epsilon chapter of Alpha Delta Pi on a monthly basis
- Constructed graphics to promote events, market the chapter, and maintain the Alpha Delta Pi brand across all platforms and deliverables

EASY EVENT PLANNING LLC

Graphic Design Intern | Remote Work | Summer 2020

- Headed the intern social media and fundraising teams to launch a successful campaign supporting frontline workers and event vendors during the pandemic
- Devised 50+ graphics and headers for the company website and social medias to share Covid safety tips and keep followers up-to-date on company initiatives

TULANE FOOTBALL STUDENT CREATIVE TEAM

Graphic Designer | New Orleans, LA | Spring 2019 - Spring 2020

- Crafted engaging content for Tulane fans, including weekly phone wallpapers and Instagram highlight icons, as well as dynamic video content with the players
- Increased social media engagement and received over 100K impressions from the team's 46K+ followers

