

# EMALIE PARKHURST

emalieparkhurst.com  
emalie.parkhurst@gmail.com  
339.222.0477

## EDUCATION

### **General Assembly, 2019**

User Experience Design

### **Massachusetts College of Art and Design, 2012**

Graphic Design Certificate

### **University of Massachusetts, Amherst, 2004**

BFA with a concentration in painting

## WORK EXPERIENCE

### **Designer, 2016–present**

Labor Day Creative · Norwell, MA

Current responsibilities include working closely with clients to develop strategic solutions to their design problems. Conceptualizing and executing websites, sustainability reports, corporate brochures, identities, collateral systems, marketing materials, packaging, tradeshow graphics, and annual reports. Managing multiple projects from ideation to production.

### **Graphic Designer, 2012–2016**

The Institute for Healthcare Improvement (IHI) · Cambridge, MA

Implemented roll-out of IHI's new branding system and maintained brand standards within the organization. Designed marketing materials, collateral for events, digital ads, and graphics for IHI's new website. Collaborated with IHI's faculty and leadership to develop infographics and conceptual models.

### **Project Manager, 2009–2014**

The Institute for Healthcare Improvement · Cambridge, MA

Managed timelines, budgets, and deliverables for a variety of projects, including virtual and in-person events and consulting work. Acted as a liaison between project teams and clients.

## TECHNICAL SKILLS

**Adobe Creative Suite**, with advanced knowledge in Illustrator, InDesign, Photoshop, and Acrobat, as well as experience working with Adobe XD, AfterEffects, and PremierePro

Prototyping with **Sketch**, **Invision**, and **Flinto**

Basic **CSS** and **xhtml**

**Microsoft Office** with high proficiency in PowerPoint, Word, and Excel  
**Google Suite**