



experience

ILLUSTRATOR, DESIGNER, ANIMATOR

2012-

Illustrator, Concept Artist • **EMYCLEMENCE ILLUSTRATION (FREELANCE)**

Continue to explore, hone, and learn new art practices in traditional and digital media

Create character designs, moments and scene illustrations for books in publication, logo and spot illustrations for podcasts, newsletters, and business startups

Produce artwork by commission of animals, people, and scenes for dozens of various clients ranging from individuals to businesses

Animator, Concept Artist, Illustrator • **BELTANE FIRE SOCIETY**

2020-2021

Created two original, animated short films in order to engage audiences in lieu of live performance festivals. This process involved writing, directing, animating, and creating all concept art, illustrations, and title typography for both films.

The first film, "Red & White Connection" involved working in a team of two to create a 2min short film in celebration of Beltane, an annual celebration in mid-Spring. It premiered internationally to thousands live on Facebook, then published across social media.

Storyboarded and designed by me. Animated by myself and one other. It was completed in three weeks and can be viewed at

[TINYURL.COM/REDANDWHITECONNECTION](https://tinyurl.com/redandwhiteconnection)

The second film, "Lugh's Mastery" was an independent production. Worked independently to create a 2.5min short film in celebration of Lughnasadh, an annual celebration in late summer. It premiered internationally to thousands across social media. This project was produced in 6 weeks, and can be viewed at [TINYURL.COM/LUGHSMASTERY](https://tinyurl.com/lughsmastery)

Founder, Designer, Marketer, Illustrator • **DEARLING BLENDS**

2016-2021

Originated a tea company with an ethical, sustainable bottom line for direct-to-consumer purchase (and blended teas!)

Created all visual design, social media marketing, sales collateral, and packaging design including brand illustrations and rich media

Produced a series of character designs to coordinate with each tea blend, and utilized illustration to bolster the brand story

Conceptualized and developed targeted social media posts that successfully introduce a new brand, capitalizes on both organic and paid engagement and built a strategy to grow the brand

Analyzed traffic, engagement, and conversion data and modified marketing, product, and design plans in response to findings

Creative & Communications Director • **KELSEY HILL FOR SANTA CRUZ CITY COUNCIL**

2020-2020

Created all branding (logos, style guide, templates, etc) for the campaign and managed distribution and use

Collaborated with the candidate and campaign manager on messaging and general communications

Managed a team of three to create social strategy, messaging, copy, and images

Ran video live-streams as needed for COVID-19 safe press conferences and public addresses

Designed vector imagery, edited photos, and designed typography for multi-platform use throughout campaign

Illustrated a short series for the candidate to drive up engagement in run up to elections

Visual Content Producer - Graphics, Photography, Illustration • **CRAYOLA**

2017-2019

Produced photos, designs, and illustrations for many products concurrently to increase consumer engagement by ~200%

Increased conversion on e-commerce platforms by ~35% by bolstering product detail page (PDP) imagery with rich media, high quality images, and inspirational outputs

Created illustrations and project outputs to better build and convey brand story

Spearheaded test and learn initiatives in order to determine and implement data-driven decisions, to support corporate growth

Collaborated with other content producers and contractors, manage contractor relationships specific to imagery

volunteer

Storyteller, Visual Designer • **BELTANE FIRE SOCIETY**

2012-

education

Arcadia University

BA Scientific Illustration

Minor in Theater Arts

Glasgow School of Art

Scotland, Student Exchange Program

Concentration in Printmaking

CalArts

Character Design

Continuing Education

skills

Traditional Illustration • Spot/Editorial Illustration • Brand Illustration • Vector Illustration • Character Design • Direction • 2D Animation • Team Leader • Visual Design • Brand Design • Rich Media • Logo Design • Typography • Pattern Design • Photo Editing • Writing • Social Strategy

Mac/PC • Adobe CC, CS6, CS5: Illustrator, Photoshop, InDesign, After Effects • Procreate • Character Animator 4 • Sketch • Wordpress • HTML

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