



creative lead & 2D generalist

emyliane.com/design
santa cruz, CA
732.546.4074
emy.christodoulou@gmail.com

education

Arcadia University
BA Scientific Illustration
Minor in Theater Arts

Glasgow School of Art
Scotland, Exchange Program
Concentration in Printmaking

California Institute of the Arts
Continuing Education
Character Design

volunteer

Rise Up Animation
·Artist, designer, & analyst

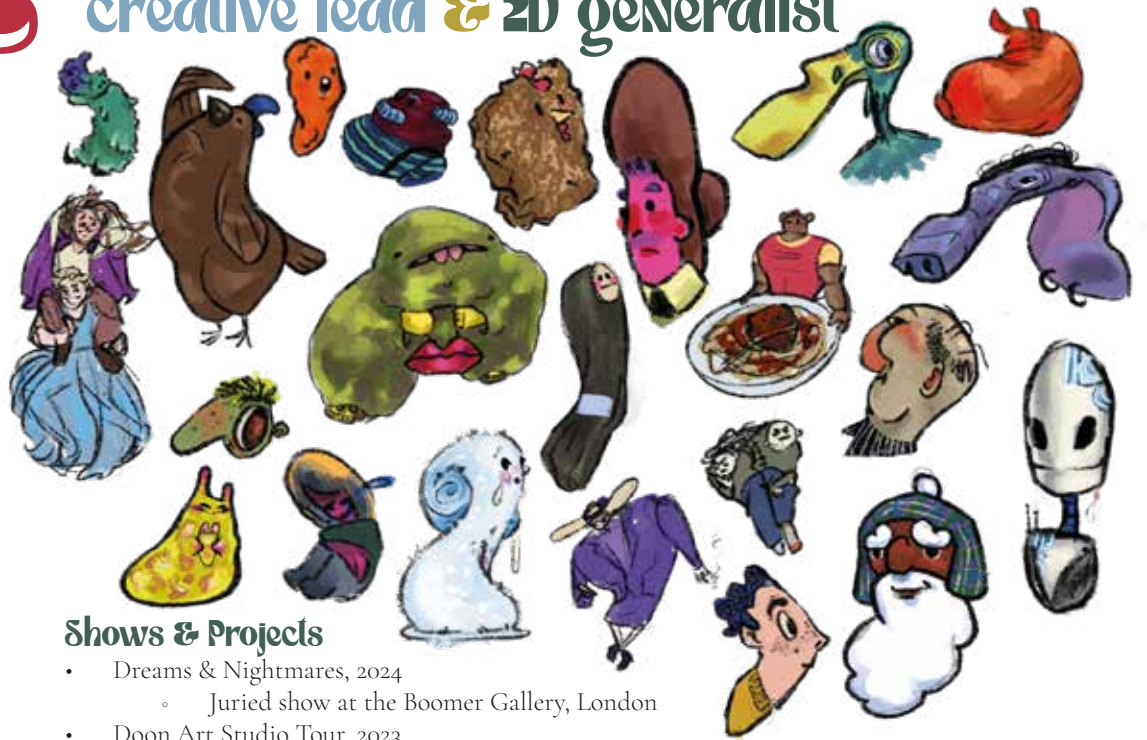
Beltane Fire Society
·Artist, storyteller
·Character workshops
·Visual & narrative designer
·Costumer & prop fabrication

skills

- visual concept art
- concept design
- character design
- narrative design
- 2D art & animation
- storyboarding
- writing
- editing
- pitching
- graphic design
- global & multi-lingual design

- cross-functional leadership
- cross-functional collaboration
- vendor & contract mgmt

- Google & Microsoft Suite
- Adobe CC (Photoshop, Illustrator, AfterEffects, Premier Pro)
- Procreate, Clip Studio, Krita
- Figma
- HTML
- Wordpress
- Asana



Shows & Projects

- Dreams & Nightmares, 2024
 - Juried show at the Boomer Gallery, London
- Doon Art Studio Tour, 2023
 - Juried show in Santa Cruz, CA
- “A Potent Moment”, 2023
 - Cover Art for Jeffrey Moyer, PhD’s book on social equity
- Tannery Art Show, 2023
 - Juried show in Santa Cruz, CA
- 3rd Eye Textile Art, 2022-
 - Founded a business around and for woven tapestries of my illustration
- First Fantasy, 2021-
 - Illustrations for children’s learn-to-read books

E-Commerce Visuals Lead, Content Producer & Strategist • Crayola

2017-2019

- Acted as the sole visual content producer and strategist for the content marketing team.
- Developed and executed content strategies for product launches, packaging, and brand refreshes.
- Managed all aspects of photoshoots, including planning, coordination, direction, and editing.
- Created engaging graphic designs, curated photos, and retouched images for product detail pages.
- Conducted test and learning initiatives to drive data-driven decision-making regarding visuals and increase conversion rates.
- Implemented and maintained a centralized digital asset management system.

My marketing strategy for the PDP resulted in a 100% increase in click-through and 35% increase in conversion. I accomplished this by collaborating with the customer service team and was able to gain clarity on the effectiveness of the changes through A/B testing.

Brand & Design Lead, Strategist • Lancer Systems

2016-2017

- Created a comprehensive style guide and established brand standards across the organization, ensuring consistent and cohesive visual identity.
- Led art direction and brand marketing initiatives, resulting in increased brand recognition and customer engagement.
- Integrated multimedia and responsive designs in emailers and social media postings, resulting in higher readership and conversion.
- Led a cross-functional team to successfully build and deploy a modern e-commerce and educational website, enhancing the online presence and user experience..

My marketing strategy for email resulted in an above average open rate of 27% and a click-through of 4%. I accomplished this with rich media, responsive design, and an overall marketing strategy that focused on the customer’s needs.