



## experience

### ILLUSTRATOR & VISUAL DESIGNER

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

2012-

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

#### 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

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

#### Visual Designer & Internal Marketing Lead • LANCER SYSTEMS

2016-2017

Created a style guide, designed and set brand standards company wide

Lead art direction, brand marketing, originated a social media and content strategy, wrote press releases and press pitches

Interpreted engineering schematics and technical designs into consumer-facing illustrations and infographics

Integrated multimedia and responsive designs in emailers and social media postings to garner an average open rate of 27% and average click-through rate of 4% on emailers

## volunteer

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

2012-

Volunteer with a cultural non-profit in Scotland as a visual development artist for performance festivals and act as a final check for narrative throughout the performance

Design hair/makeup/costume to support storytelling where characters have no spoken dialogue

Fabricate costumes and props according to the greater performance and character designs

## 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 • 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

[emy.christodoulou@gmail.com](mailto:emy.christodoulou@gmail.com)  
732.546.4074

[emyliane.com](http://emyliane.com)