



Emma Woerle

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SUMMARY

As an energetic, optimistic, and persistent creative professional, I am dedicated to using my knowledge of design principles, UI/UX design, graphic design, branding/identity, motion graphics, and communication strategy to achieve client and company goals. I am a goal-driven, results-oriented individual with a passion for creativity and design. I am seeking a dynamic design position where I can collaborate with team members, and continue to learn while pursuing my MFA in Visual Communication Design at RIT.

EDUCATION

Rochester Institute of Technology (RIT)

Master of Fine Arts in Visual Communication Design (Class of 2025)
Honors: Dean's List

Bachelor of Science in Advertising and Public Relations and minor in Marketing
Honors: Magna Cum Laude, Dean's List

Relevant Coursework: Design Systems, Interaction Design, Project Design and Implementation, Typography, 3D Modeling and Motion, Digital Design in Motion, Web and UI Design, Design History Seminar, Graphic Design, Digital Design in Communications, Copywriting & Visualization, Advertising & Promotion Management, Social Media Marketing & Analytics, Business Ethics & Leadership, Public Relations, Media Planning, Statistics II, Principles of Marketing and Advertising, Consumer Behavior, Public Relations Writing (TA)

SKILLS

InDesign, Illustrator, After Effects, Photoshop, Premiere Pro, Rush, XD, Figma, Cinema 4D, Microsoft Office, Google Suite, Canva, Salesforce, Social Studio, Notion

OTHER

- Study Abroad: Rome and Berlin
- Disability: Hard of hearing – no accommodations needed
- Gold Award Girl Scout

WORK EXPERIENCE

Freelance Designer, Emma Woerle, 1/23 – Present

- Demonstrates a keen eye for brand identity by creating impactful logos
- Develops graphics for branding, marketing collateral, and social media campaigns to enhance brand identity and user engagement
- Executes website redesign projects, resulting in improved user experience, increased site traffic, and higher conversion rates for clients

Graduate Web Designer, RIT Marketing and Communications, 8/23 – Present

- Designs dynamic wireframes, web page templates, and layouts
- Demonstrates proficiency in industry-standard design tools

Social Media and Digital Content Specialist, Canandaigua National Bank & Trust, 1/23 – 8/23

- Designed impactful digital assets for social media, corporate, and internal communications, and contributed to enhanced brand presence through visually appealing and effective content
- Played a key role in establishing workflows, infrastructure, and guidelines for social media usage throughout the company
- Collaborated with the Social Media Manager to create long-term campaigns aligned with marketing goals and contributed to strategic campaigns that elevated brand visibility and engagement.
- Utilized data analysis and reporting to track campaign success and implement necessary adjustments
- Assisted the Community Engagement team with events, sponsorships, and community outreach

Social Media Specialist, RIT Marketing and Communications, 9/20 – 8/21

- Researched, wrote, and scheduled social media posts for RIT's mothership accounts, and monitored social media engagement
- Demonstrated organizational skills by content scheduling
- Collaborated with various teams to create and produce photo and video content for the university as a whole
- Created templates for social media that are still being used today