

# POTJE



## EMILIE POTJE

graphic designer

## VALUES

Creativity

Collaboration

Exploration

Craft

Passion

Professionalism

Curiosity

## GOALS

I am a recent BFA graduate in graphic design with a minor in digital marketing. My studies have led me to earn a multitude of skills in not only design content creation but also with application in marketing and analytics. I am here and I am ready to apply these skills to your team.

## LET'S CONNECT!

potjestudios.com



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## EDUCATION

### APPALACHIAN STATE UNIVERSITY

Boone, NC

BFA Graphic Design, May 2023 Minor: Digital Marketing  
AIGA club member (2021-2023)

### LORENZO DE MEDICI

Florence, Italy

August-December 2022: For a semester-long study abroad experience, I explored art and design from an international lens.

## EXHIBITIONS

### MARY A SCHMECKER TURTLE SHELL SCHOLARSHIP AWARD

05/ 2019

Awarded to students who excelled in both academics and artistic skill.

### SELECTIONS FROM THE SECOND FLOOR EXHIBITION

03/ 2022

500-page book "Better Your.." was exhibited. Created exhibition branding and take aways in a collaborative setting.

### OSR RESEARCH GRANT

02/ 2023

Granted by Appalachian State University in order to further research and explore textile and graphic arts.

### REDEFINE DESIGN EXHIBITION

03/ 2023, 05/ 2023

Featured "Nocturtles", an experimental apparel and branding design that was inspired by dreams.

### PORTRAIT SHOW EXHIBITION

4/2023

"Self Portrait in a Pandemic" was shown as a depiction of how Covid effected mental state during lock down.

### T.R.U.XHIBITION

05/ 2023

"Nocturtles" made a second appearance in this mobile gallery.

## EXPERIENCE

### FREELANCE GRAPHIC DESIGNER

11/ 2019- PRESENT

Specializing in brand identity and UX/ UI design. Clientele includes Southview Farms, Appalachian Mountaineer Movement, and Wings of Hope to name a few.

### FRONT END SALES ASSOCIATE- RIVERCROSS MADE IN USA

08/ 2020- 07/ 2023

In addition to my role as a cashier, I also maintained the store inventory and visual appeal. I worked to create beautiful displays to highlight the merchandise.

### INTERNSHIP- RIDGE MARKETING

05/ 2022- 08/ 2022

I worked very closely with Ridge Marketing to learn a marketing team's process and responsibilities. We worked together on a variety of projects ranging from in-house Figma web prototyping to client requested email campaigns, animations and resourcing.

## CERTIFICATIONS

### Stukent Mimic Social

### Google Analytics

**Direct Effect:** Activation Certified

**Direct Effect:** Applied Marketing Mail Certified

**Direct Effect:** Direct Mail Fundamentals Certified

**Direct Effect:** Mail Creation Certified

**HubSpot Academy:** Social Media Marketing

**HubSpot Academy:** Inbound

**HubSpot Academy:** Inbound Marketing

## SKILLS

Social Media Content & Management

Brand Identity

Logo Design

Marketing Communications

Illustration

Screenprinting

Retail & Spacial Design

Merchandising

## SOFTWARE

Photoshop

Illustrator

InDesign

Audition

Premiere

Acrobat

Lightroom

Bridge

After Effects

G Suite by Google

Cloud

Figma

Microsoft Office