

*Emily Ridgway

MULTIDISCIPLINARY GRAPHIC DESIGNER & BRAND STRATEGIST

Multidisciplinary designer with 10 years of experience specializing in branding, web design, visual systems, and storytelling. Experienced in combining strategy, user experience, and emerging AI technologies to create impactful digital and print experiences—without compromising the human touch that makes design meaningful.

Education

SAVANNAH COLLEGE OF ART & DESIGN

B.F.A. Graphic Design & Advertising

Graduated June 2017 | Summa Cum Laude

Tools & Emerging Technologies

DESIGN & CREATIVE

Adobe Creative Suite | Figma | After Effects | Canva

WEB & CMS

WordPress | Wix | Webflow | Mailchimp

AI CAPABILITIES

AI-Assisted Workflows | AI Search & Discoverability (Generative

Engine Optimization) | Generative Image & Video Workflows

Adobe Firefly | Gemini | ChatGPT | Runway | Zapier AI | Claude

Work Experience

SPARKFIRE BRANDING

August 2024 - Present

- Lead creative conceiving and visual execution across branding, web, print, and digital for clients in land development, real estate, and master-planned community sectors
- Design and deliver responsive web experiences, marketing collateral, and presentation decks that translate complex development projects into compelling visual narratives
- Research and integrate AI tools into creative workflows — including GEO strategies that improved client website discoverability by up to 90% — expanding creative output without sacrificing craft
- Collaborate cross-functionally with strategists and clients from discovery through final delivery, ensuring brand consistency across all touchpoints

DOOR NO. 3 DESIGN

January 2018 - August 2024

- Contributed to award-winning brand and print campaigns for clients across healthcare, government, education, retail, and nonprofit industries — work recognized by the American Graphic Design Awards three consecutive years
- Managed a portfolio of up to 15 concurrent client relationships, guiding each through the full creative process from concept development and wireframing to responsive web design and ongoing brand management
- Developed cohesive cross-platform brand systems spanning digital, print, and environmental applications
- Supported copywriting needs alongside visual work, bringing a strategic, story-driven lens to creative conceiving

FREELANCE GRAPHIC DESIGN

September 2016 - January 2018

- Built an independent design practice from the ground up, managing client relationships, creative briefs, and project delivery across brand identity and print design
- Developed foundational skills in client communication, self-directed project management, and multi-industry design work prior to joining a full-time studio environment

Awards

MarTech Awards 2023

Best Print Design Solutions Provider

American Graphic Design Award Winner

2021 | 2020 | 2019