

*Emily Ridgway

BRAND DESIGNER & STRATEGIST MARKETING CAMPAIGNS | VISUAL IDENTITY DESIGN SYSTEMS | PRESENTATIONS & PITCH DECKS TYPOGRAPHY | AI-INTEGRATED WORKFLOWS

Brand designer and strategist with 10 years of experience building visual systems, campaigns, and brand identities that feel polished, intentional, and built to last. I think in systems — building visual identities, design frameworks, and brand guardrails that scale across teams and touchpoints without losing craft or coherence. Experienced in combining strategic thinking, typographic craft, and emerging AI technologies to create digital and print experiences that connect with real audiences — 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
PowerPoint | Keynote | Google & MS Office Suite

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 — developing cross-channel campaigns and premium brand experiences for clients in real estate, land development, and master-planned community sectors
- Design and deliver responsive web experiences, paid social ads, email campaigns, marketing collateral, illustrations, and presentation decks that translate complex narratives into visually compelling communications
- Research and integrate AI tools into creative workflows — including GEO strategies that improved client website discoverability — and develop scalable visual systems and brand templates to improve efficiency and consistency across deliverables
- Establish scalable brand frameworks and campaign systems across seven master-planned communities simultaneously — enabling consistent, high-impact creative production across digital display, social, motion, and print channels

DOOR NO. 3 DESIGN

January 2018 - August 2024

- Designed and art directed for healthcare, hospitality, government, education, retail, and nonprofit industries — developing campaign creative, digital assets, social content, and brand collateral that balanced precision with compelling visual storytelling
- Managed up to 20 concurrent client relationships through the full creative process — from concept and wireframing to responsive web design, brand management, and final delivery
- Developed cohesive cross-platform brand systems spanning digital, print, social, and environmental applications — applying strong typographic and compositional thinking to elevate every deliverable

FREELANCE GRAPHIC DESIGN

September 2016 - January 2018

- 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