

EMILY L. GREGOIRE

Graphic Designer/Motion Graphics Artist

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IN-HOUSE EXPERIENCE

Graphic Designer/Illustrator 2017–Present *Education & Training Systems International (ETSI)*

- Led the art direction of a \$1.27 million client-specific pharmaceutical sales training product, from defining initial visual style to designing all graphics for the platform, while meeting strict turnaround schedules
- Collaborate with medical writers to distill complex medical information into understandable infographics, motion graphics, and other art pieces for interactive PDFs, ebooks, and e-learning platforms
- Contributed to multiple award-winning client platforms in all stages from idea conception to project completion
- Quickly evaluate and match existing design styles to maintain consistency among a client's deliverables
- Manage multiple projects at various stages of completion while adapting to schedule changes

Graphic Design Intern 2015–2017 *University of North Carolina Sports Marketing*

- Conceptualized and executed animated GIFs and videos for UNC teams to use in their social media strategies with the goal of leading college sports in GIF creation and usage
- Designed posters, newspaper advertisements, t-shirts, jumbotron graphics, and emblems for UNC-CH athletic teams

Creative Intern Fall 2016 *French | West | Vaughn*

- Collaborated with all members of the creative department on a variety of projects, including a Pendleton Whisky Holiday GIF and NCSU Global Luxury Management Program posters
- Gained experience in a fast-paced, award-winning PR agency's creative department

Social Media Intern Summer 2016 *University of North Carolina Admissions Office*

- Grew the UNC Admissions Twitter and Instagram followers and Facebook likes by 2%, 8.5%, and 4% over 3 months
- Planned the social media strategy, design, and content ideas for the next year based on the admissions cycle

FREELANCE EXPERIENCE

Motion Graphic Design

Conceptualize, design, and execute visually appealing, informative motion graphics from idea to final video, both in team settings and on solo projects.

Grace Hill, LLC Platform Help Video & Course Videos

- Created 30+ 2-minute motion graphic videos in 2 months
- Partnered with an instructional designer on the 5 property management training courses to ensure quality learning design

UNC Department of Medicine Dialysis Research Video

- Won a Gold Award at the Digital Health Awards 2018
- Established the animation style for the 8-minute video after creating the storyboard based on a given script

Thrive@Carolina Animated Spoken Word Videos

- Collaborated with a former professor on three videos of students' spoken word performances with animations that interacted with the live action video

Capsule8 Product Explainer Video

Museum of Life and Science Red Wolf Exhibit Video

Graphic Design

Designed strategic reports, infographics, event invitations, and various other materials for clients.

Bloom Strategies Strategic Report Designs

Grace Hill, LLC Vision Product Infographic

Team Gleason Sponsorship Deck

EDUCATION

The University of North Carolina at Chapel Hill Class of 2017

*Bachelor of Science in
Business Administration*
Kenan-Flagler
Business School

*Second major:
Editing & Graphic Design*
School of Media
and Journalism

SKILLS

Adobe AfterEffects, Illustrator, InDesign, Photoshop

Motion graphics, infographics, magazine design, animated GIFs

Creative problem-solving, time management, focus