

# EMMA BARBEE

**PORTFOLIO** [emmabarbee.com](http://emmabarbee.com)

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## WORK EXPERIENCE

### LANDOR & FITCH | CINCINNATI, OH

Branding Agency | Graphic Designer  
June 2021 – August 2023

Worked as a Designer on various brand development and packaging projects involving strategy, conceptual solutions, creative execution, and storytelling. Working on brands such as Procter & Gamble®, Starbucks®, J&J®, Kimberly-Clark®, SC Johnson®, and more.

### PROCTER & GAMBLE | CINCINNATI, OH

Consumer Goods | Graphic Design Intern  
May – August 2020

Worked as a Graphic Designer on global personal care brand Old Spice® and studio corporate design. Developed and began a full-scale rebrand for P&G's 1st in-house design studio while planning, organizing, and leading virtual brainstorming sessions.

May – August 2019

Worked as a Graphic Designer on global skincare brand Olay®. Researched, planned, retouched, and activated over 100 millennial-focused social media posts while defining a strategic calendar.

### MANY DESIGN | CINCINNATI, OH

The New School | Research Assistant  
March – May 2020

Worked as a Research Assistant for designer & writer Andrew Shea. Researched and organized key info of the top 200+ global design agencies. Compiled findings to advance the agency's strategy, and applied to social media and case study designs.

## EDUCATION

### THE NEW SCHOOL | NEW YORK, NY

Parsons School of Design  
August 2017 – May 2021

Bachelor of Fine Arts Summa Cum Laude  
Major: Integrated Design  
Minor: Photography

## SKILLS

### ADOBE CREATIVE SUITE

Illustrator, InDesign, Photoshop, XD, Lightroom, Premiere

### COLLABORATION

Microsoft Teams, Microsoft Office, Google Suite, Zoom, Keynote

### PROCESS

Brand Development, Social Media Management, Packaging, Photography, Retouching, File Preparation, Strategy

## DISTINCTIONS

### DEPARTMENT HONORS

Parsons IDP | 2021

### DEAN'S LIST

Parsons School of Design | 2017 – 2021