



# Emily Gorenc

440.387.3696

emily.c.gorenc@gmail.com

emilygorenc.com

linkedin.com/in/emilygorenc/

## Education

### University of Dayton

Bachelor of Fine Arts, Graphic Design, *cum laude*

## Design Experience

### Senior Digital Designer | Nestlé USA | The LEAD Team (2021–Present)

- The LEAD Team is Nestlé USA's full-service, in-house creative agency that engages with consumers across all digital touch points. Develops best-in-class digital content for 20+ brands.
- Supports digital marketing strategy by maintaining design leadership of email programs for 20+ brands including Coffee Mate, Digiorno, Hot Pockets, Stouffer's, and Toll House, among others.
  - Developed creative for 600+ emails since 2021.
  - Increased email send cadence by more than 15% in 2022 and 2023.
  - Abides by web accessibility best practices.
  - Implements A/B testing as defined by project briefs and references test data to improve consumer experience.
- Produces paid and organic static assets to be used across social channels including Facebook, Instagram, Pinterest, Twitter, and Youtube.
- Designs point of sale (POS) collateral for in-store promotion of Nestlé brands.
- Actively training in Figma to undertake Nestlé USA website updates in 2024.

### Graphic Designer | Cleveland Museum of Natural History (2019–2021)

#### Marketing (March 2020–September 2021)

- Oversaw creative responsibility for Museum programming and events, working cross-departmentally with eight divisions. Maintained creative responsibility for 40+ Museum programs and events in 2020.
- Facilitated Museum exhibit promotion, including environmental graphics, advertising collateral and member communications. Most recently implemented for *Wildlife Rescue: Miracles in Conservation*.
- Redesigned Museum membership collateral and renewals system. Program reaches ~10,000 members annually.

#### Exhibits (June 2019–March 2020)

- Concepted and designed two pop-up exhibits: *Sharks in the Shale* (July 2019–October 2019) and *Dung Beetles!* (October 2019–2021).
- Formulated design strategy and developed environmental graphics and collateral for *Ultimate Dinosaurs*, a traveling exhibit from the Science Museum of Minnesota.
- Designed all internal and public-facing environmental graphics, including, but not limited to, University Circle pole banners, building banners, planetarium signage, wayfinding, and event signage.
- Designed with ADA compliance at the forefront to ensure satisfactory visitor experience for all guests.

### Graphic Designer | University of Dayton School of Engineering (2017–2019)

- Developed print and digital collateral for the School of Engineering in accordance with the University of Dayton's brand standards. Implemented identities to differentiate 10 undergraduate programs.
- Completed training in Cascade, the University of Dayton's content management system, to make necessary updates to the website as needed.

### Graphic Design Intern | American Greetings / Cloudco Entertainment (2016–2019)

- Interned with the AG Entertainment Creative Team as they transitioned from American Greetings Entertainment to Cloudco Entertainment in 2018. Supported proprietary brands: Care Bears, Madballs, and Holly Hobbie.
- Supplemented seasonal and core style guides for proprietary brands, ensuring brand continuity with licensees.
- Supplemented Care Bears' core style guide as it underwent rebranding in accordance with its new show on Cartoon Network, *Care Bears: Unlock the Magic*. Hand-lettered graphic patches, built patterns, and developed apparel concepts. Also supported the *Care Bears: Unlock the Magic* LA launch party by creating invites, advertising, social media content, and giveaways for the event.
- Created frontend designs for the Madballs website updates.

## Volunteer Experience

### Cleveland Kids' Book Bank (2022–Present)

Help intake, sort, package, and distribute book donations to children in the Greater Cleveland area.

### University of Dayton (2019–Present)

Served as the 2019 Representative for Day10, the University of Dayton's young alumni advisory committee, from 2019–2023. Actively serve as an Alumni Mentor for current undergraduate students.

## Skills

### Software:

Adobe Acrobat      Adobe Photoshop  
 Adobe InDesign      Microsoft Office  
 Adobe Illustrator      Figma

### Technical:

Branding      Retouching  
 Digital design      Print design  
 Environmental design      Typography

### Professional:

Global licensing      Visitor Experience  
 Agency      User Experience  
 Nonprofit      Consumer Experience