

Andrew Lyle Emerson

770 Saint Marks Ave, Apt 5l. Brooklyn, NY 11216
914.426.6869 / alemerson@gmail.com
alemerson.com

Work Experience

Senior Art Director, Tommy John

Summer 2021 - Present

- Responsible for conceiving and pitching creative campaigns to founders: including new product launches, large seasonal moments like Father's Day and Holiday, and evergreen brand initiatives. Deliverables from these campaigns include hero marketing assets for both our digital and physical presence, as well as broadcast tv spots and out-of-home ads for larger moments.
- Work hand-in-hand with a producer to plan seasonal shoots, and select cast and crew. Communicate with wardrobe, hair & makeup, and prop stylists before shoots. Be on set to art direct photo/video shoot.
- Direct the retouching of assets as well as work with editors for any video needs.
- Oversee the work of three graphic designers, delivering work to all marketing channels: Email, Homepage, Direct Mail, Paid Social, Organic Social, and Retail.
- Work with the marketing and executive teams to refine brand positioning and voice.

Art Director, Tommy John

Summer 2018 - Summer 2021

- Concepting and directing creative for special projects and seasonal moments.
- Art directed the photoshoot for, and overseeing the creation of, the 2018 Holiday Catalog.
- Designing new packaging programs for unique needs of the ecommerce, wholesale, and retail parts of the business.
- Work with graphic designers in the creation of omnichannel assets to support the seasonal campaign; including homepage, email, in-store, and direct mail.

Graphic Designer, Tommy John

Spring 2016 - Summer 2018

- Responsible for conceiving and designing the email marketing channel, including creating new photographic assets to fulfill niche needs.

Graphic Designer, Chobani

Fall 2013 - Spring 2016

Role

- Active in all stages from briefing, research, sketching, and presenting design work, to photoshoots, retouching, and final production. Servicing the entire company.
- Work closely with brand managers to bring new platforms and products from brief to shelf nation-wide.
- Develop a deep understanding of packaging design and printing processes and practices by working closely with the production team, and attending workshops with industry partners.

Projects

- Designed the Limited Batch line of core products and the Kids pouches platform.
- Create original, platform-specific social content for Instagram, Facebook, and Pinterest seen by millions.
- Produce point-of-sale collateral for display at-shelf in stores nationally.
- Internal food photographer, creating images for both digital and print.
- Create print material for the Chobani Café including recipe cards, vinyl window wraps, phone booth ads, and the 8'x50' banner that hangs above the store.
- Design logos and assets to support partnerships and campaigns like the 2014 Winter Olympics.

Education

Rensselaer Polytechnic Institute, Troy, NY

Dual Bachelor of Science degree in Design, Innovation, & Society and Mechanical Engineering.

Fiorello H. LaGuardia School of Music & Art and Performing Arts, New York, NY

Visual Arts Major

Technical Skills

Software: Photoshop / Illustrator / Indesign / Premiere / After Effects / Sketch
Processes: Illustration / Branding / Photography / Studio Lighting / Retouching