



multifaceted designer

Emily Stough | Multifaceted Designer

## EDUCATION

### BFA | Communication Design | May 2024

Kutztown University of Pennsylvania | Kutztown, PA

GPA: 4.0 | Dean's List | 2020 – 2024

## RECOGNITION

### 2025 "Light the Night" T-Shirt Design Competition

Company-Wide Winner | Carter's | March 2025

### UCO Salute 2024 Design Competition

Merit Award | May 2024

### Kutztown University Interactive Design Award

Kutztown, PA | May 2024

### Kutztown University Graphic Design Award Nominee

Kutztown, PA | May 2024

### Kutztown University Advertising Design Award Nominee

Kutztown, PA | May 2024

### KUCD "Senior Show" Juried Group Exhibition

Kutztown, PA | April 2024

### 2024 AAF GLV American Advertising Awards

Silver Student ADDY Award Cross-Platform Campaign

### "Blood Sweat and Illustration" Group Exhibition

Kutztown, PA | January 2024

### "Interactive Spaces" Group Exhibition

Kutztown, PA | Dec 2023

### "Playlist Project" Juried Group Exhibition

Kutztown, PA | October 2023

### "Freshman Foundation Show" Juried Group Exhibition

Kutztown, PA | May 2021

## DESIGN SKILLS

### Hands-On Skills

Digital Photography,  
Custom Lettering,  
Sketching/Illustration,  
Painting and Mixed Media  
Visual Merchandising  
and Prototyping

### Adobe Creative Suite

Advanced in Illustrator,  
Photoshop, and InDesign  
Proficient in After Effects  
and Light Room

### Interactive

Proficient in HTML, CSS,  
Figma, Adobe XD, p5.js,  
Processing, Adobe Aero,  
and MadMapper.

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## INDUSTRY EXPERIENCE

### Stay Calm Industries | Allentown, PA

Junior Graphic Designer | October 2025 – Present

- Design social media graphics and website visuals aligned with brand guidelines and client goals
- Create and implement website edits to improve visual consistency and usability
- Revise and refine designs based on client feedback and evolving project needs
- Manage multiple design requests while meeting deadlines in a fast-paced environment

### Kutztown University Art & Design Department | Kutztown, PA

Adobe and Interactive Tutor | September 2023 – May 2024

- Hold tutor hours every week to help fellow students with questions relating to web design and the Adobe Creative Suite
- Accessible by email for extra support beyond scheduled hours

### Lehigh Mining & Navigation | Allentown, PA

Design Intern | January 2024 – March 2024

- Designed various graphics for LMN social media pages
- Collaborated on the layout design of projects featured on the company's website
- Contributed my ideas and creativity to design initiatives

### Hanlon | Kulperville, PA

Design Intern | June 2023 – August 2023

- Designed, illustrated, and animated various graphics for Hanlon social media pages
- Assisted with multiple client projects, such as signage and other OOH advertising
- Contributed my ideas and creativity to design initiatives

## OTHER EXPERIENCE

### Carters | Osh Kosh B'gosh | Center Valley, PA

Sales Associate | December 2024 – February 2025

Sales Manager | February 2025 – Present

- Lead, coach, and motivate a team of associates to consistently achieve sales goals, credit applications, and customer experience standards.
- Manage daily store operations including opening/closing procedures, cash handling, processing shipment, and floor management.
- Drive store performance by analyzing KPIs (conversion, sales, UPT, and AT) and implementing action plans to improve results through active floor leadership and associate development.
- Enhance store culture and communication by designing and maintaining creative visual tools such as the monthly whiteboard, credit-tracking board, and associate recognition displays.
- Winner of company-wide T-shirt design competition, "Light the Night," showcasing design expertise and contribution to brand initiatives.