

EMILY DRISCOLL

Graphic Designer · Boston, Massachusetts · BFA



CONTACT

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SKILLS

UI/UX Design & Wireframing
Digital & Print Advertising
Brand Identity & Logo Design
Design Automation & Templates
Creative Direction & Strategy
Pitch Decks & Storyboarding
Design Production & Retouching
Cross-functional Collaboration
Mentorship & Design Review
Project & Time Management
Design Thinking
Brand Strategy
Leadership & Strategy

CAPABILITIES

Adobe Illustrator
Adobe InDesign
Adobe Photoshop
Adobe Lightroom
Adobe Premiere Pro
Adobe XD
StoryTeq
Figma

| experience

DRAFTKINGS INC.

Designer / Boston, MA / Aug 2023–Present

- Lead brainstorming sessions and develop promotional style guides for major tentpole events (e.g., Christmas, NBA Playoffs, Season Launch).
- Approve 200+ daily automated design assets through Storyteq, ensuring quality control, brand consistency, and adherence to guidelines.
- Mentoring, providing feedback, and creative direction on designs from designers and interns.
- Concept and create initial master designs based on stakeholder briefs and data insights, ensuring visual alignment with project goals and brand standards.
- Spearhead automation of 85% of design work, including template creation, and collaborate with external teams to optimize templates in Storyteq software.
- Contribute to evolving the brand's visual identity, aligning design work with business goals, and integrate design strategies with marketing, product, and data teams.

Junior Designer / Boston, MA / Apr 2022–Aug 2023

- Designed logos, landing pages, icons, and assets for Daily Fantasy Sports, Sportsbook, and Casino CRM promotions across mobile and web apps.
- Mentored two design interns, providing feedback, guidance to develop their design skills and workflow.
- Collaborated with copywriters, animators, and developers to align on creative concepts and ensure cohesive project execution.
- Contributed to the improvement of design processes and templates for efficiency across campaigns.
- Assisted in creating style guides and maintaining design consistency across all digital and print media.

Contractor Designer / Boston, MA / Nov 2021–Apr 2022

- Collaborated with internal teams to create design assets for branding, marketing, and product needs, including logos, website graphics, packaging, and presentations.
- Produced 100+ assets per project, meeting tight deadlines while managing multiple projects.
- Worked closely with marketing, product, and other departments to ensure design alignment with overall strategy and brand guidelines.
- Assisted senior designers in asset production, maintaining consistency across all deliverables.

POWER ON MARKETING

Designer-Multimedia Designer / Tampa, FL / Dec 2020–Nov 2021

- Drove new revenue growth by developing and executing creative campaigns.
- Collaborated with the Creative Director to define and execute the agency's creative vision for clients.
- Led design and production of multimedia assets, from concept to final delivery.
- Created original graphics and marketing collateral for client projects and special campaigns.
- Developed and implemented brand guidelines, enhancing visual identity for the agency and clients.

Junior Designer / Tampa, FL / Jun 2020–Dec 2020

- Executed marketing strategies that boosted online engagement.
- Collaborated with the Creative Director to create cohesive designs for print, social media, and web.
- Delivered high-quality design work under tight deadlines, maintaining brand consistency.
- Utilized Illustrator, InDesign, Photoshop, and XD within established templates and layouts.

| education

BFA Graphic Design

The University of Tampa