

EMILY DRISCOLL

Visual Designer | Systems & Campaigns | Boston, MA

professional summary

Creative leader with deep experience building cohesive visual systems and strategy-driven design in fast-moving, high-impact environments. Expert at translating insights into intentional campaigns, scalable frameworks, and compelling brand experiences that support launches and cross-functional goals.

experience

DRAFTKINGS INC.

Designer / Boston, MA / Aug 2023–Present

- Lead campaign conceptualizing for tentpole events (Christmas, NBA Playoffs, Season Launch)
- Translate stakeholder briefs and performance insights into scalable master creative systems.
- Oversee and approve 200+ automated assets daily, maintaining brand integrity.
- Spearheaded automation of 85% of production design workflow by building modular templates and optimizing Storyteq implementation.
- Partner with marketing, product, and data teams to evolve brand standards and drive cohesive execution across channels.
- Directly manage and mentor a design intern, providing feedback and creative direction.

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

- Designed campaign assets across mobile and web for Daily Fantasy Sports, Sportsbook, and Casino verticals.
- Mentored 4 design interns, guiding skill development and workflow efficiency.
- Collaborated cross-functionally with copy, motion, and marketing teams to deliver integrated campaigns.
- Contributed to scalable templates and style guides to improve production efficiency.

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

- Produced 100+ brand and marketing assets per project across digital, web, and print formats.
- Maintained brand consistency under tight deadlines.
- Supported senior designers in systemizing creative production processes.

POWER ON MARKETING

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

- Led end-to-end development of client campaigns from concept to final execution.
- Developed brand guidelines and visual systems to strengthen client identity.
- Produced multimedia content across digital and social channels.

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

- Executed marketing campaigns across print, web, and social platforms.
- Supported creative leadership in maintaining cohesive brand standards.
- Collaborated with marketing and development teams for integrated campaign delivery.

education

BFA Graphic Design / University of Tampa

CONTACT

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SKILLS

Core Expertise:

- Brand Identity Systems
- Campaign Concept & Art Direction
- Design Automation
- Template Architecture
- Scalable Creative Production

Leadership:

- Creative Direction
- Intern Management
- Cross-Functional Collaboration

CAPABILITIES

- Adobe Creative Suite (Illustrator, Photoshop, InDesign)
- Figma

