



**Emily Shafer**

**SENIOR WEB DESIGNER**

| EShaferDesign@gmail.com

| 412-759-8611

## EDUCATION

**Robert Morris University**

B.A. in Media Arts

Web & Interaction Design

## PORTFOLIO

EmilyShaferDesign.com

## EXPERIENCE

**Virginia Housing** | Richmond, VA

**Senior Web Designer**

Provide ongoing support and daily maintenance of VirginiaHousing.com in Sitecore. Partner with web development vendors to improve website functionality. Maintain Digital Asset Manager (DAM) for the Communications Department. Assist Creative Team with social media, web, and animation projects.

| June 2022 - Present

**vTech Solution, Inc.** | Washington, D.C.

**Web Designer**

Supported the relaunch of VirginiaHousing.com by building and maintaining template based web pages in Sitecore. Implemented designs from creative briefs and internal requests using Adobe Creative Cloud apps. Updated VirginiaHousing.com content daily.

| November 2021 - June 2022

**Emily Shafer Design** | Pittsburgh, PA

**One Woman Design Studio**

Manage freelance work from sketch to delivery including print design, mailpieces, websites, logos, branding, and on-demand website development.

| December 2014 - present

**Giant Eagle** | Pittsburgh, PA

**Front End Web Developer**

Implemented and designed 90% of pages for GiantEagle.com relaunch using Sitecore templates and component based development. Updated web content for Giant Eagle, Market District, and GetGo stores daily.

| April 2018 - October 2018

**Neishloss & Fleming** | Pittsburgh, PA

**Web & Graphic Designer**

Updated website content daily. Customized branding for Insurance Agents. Designed ad campaigns for local magazines and print marketing with impressive returns.

| August 2017 - November 2017

**Dick's Sporting Goods** | Pittsburgh, PA

**Front End Web Developer**

Maintained and updated Web Stores across DSG's major brands including DSG.com, FieldAndStream.com, and GolfGalaxy.com using IBM management center CMS. Edited existing webpages for ADA compliance and accessibility. Redesigned and developed product pages for migration to a new platform using brand guidelines.

| November 2016 - January 2017

**University of Pittsburgh - HARI Lab** | Pittsburgh, PA

**Lead Web Designer**

Creative lead in design and development of WordPress themes for three websites and five mobile apps. Established the lab's branding and logo. Designed graphics, illustrations, documents, and animations to support the newly established brand.

| October 2014 - November 2016

**Industry Weapon** | Pittsburgh, PA

**eGraphic Design Intern**

Designed marketing materials for online distribution. Assisted in website redesign.

| May 2014 - August 2014