



# EMILY WATSON

GRAPHIC DESIGNER

With 8+ years of experience in graphic and website design, I have collaborated with marketers, artists, and designers to create visual brand stories for clients. My skills extend to both brand identity creation through graphic design and the development of user-friendly websites. Through a blend of creativity and technical expertise, I've crafted graphics and websites that align with clients' brand values, offering a unified visual experience. My hands-on approach to design has not only helped clients engage with their online communities but also makes me a valuable asset to agencies seeking excellence in visual communication.

## PROFILES

### LINKEDIN

[@emily-kwatson](#)

### INSTAGRAM

[@emilykay.watson](#)

## CONTACT INFO



289 - 821 - 4650



[emilykaywatson@gmail.com](mailto:emilykaywatson@gmail.com)



[emilykay.ca](http://emilykay.ca)



Niagara, ON

## ● MY EDUCATION

2010 - 2014

GRAPHIC DESIGN

ADVANCED DIPLOMA

Mohawk College, Hamilton

2013 - 2014

VISUAL ART

CERTIFICATE

Niagara College, Welland

## ● MY WORK EXPERIENCE

EMILY KAY DESIGNS

2014 - 2019

GRAPHIC DESIGN - FREELANCE

[emilykay.ca](http://emilykay.ca)

Specialized in creating brand and visual identities, website designs, and branding materials for startups and solo-entrepreneurs. I crafted compelling designs that captured the brand's essence and resonated with its target audience, from logo designs and business cards to website layouts and social media graphics. I developed a simple and structured process that helped new businesses establish a cohesive brand identity from the start.

ACORNSTUDIO MARKETING & CO.

2020 - PRESENT

CREATIVE DIRECTOR

[acornstudio.marketing](http://acornstudio.marketing)

Following my freelance career, I co-founded a brand marketing agency focused on aiding small to medium-sized businesses ready to scale. I worked alongside subcontractors and other marketing teams to develop and execute comprehensive marketing strategies, which included services from website design to targeted advertising campaigns. My strategic approach not only met client business goals but also established the agency as a trusted partner in the market.

## ● RECENT PROJECTS

MALINIS PROPERTY SERVICES

BRAND & VISUAL IDENTITY

WEBSITE DESIGN (SQUARESPACE)  
MARKETING MATERIALS

LIVIN' KOLOR

BRAND & VISUAL IDENTITY  
PACKAGE DESIGN  
MARKETING MATERIALS

DAKOTA LAMARRE

BRAND & VISUAL IDENTITY  
MARKETING MATERIALS

THE COURSE & THE CLUBHOUSE

BRAND & VISUAL IDENTITY  
MARKETING MATERIALS

## ● SKILLS & EXPERTISE

PROFESSIONAL SKILLS

Illustrator

Photoshop

Indesign

Figma + Miro

Final Cut Pro + Premiere Pro

Squarespace + Wordpress

Asana

EXPERTISE

Website Design

Brand Design & Strategy

Package Design

Graphic Design

Social Media Marketing

Email Marketing

## ● REFERENCE UPON REQUEST