



# Emily K. Hagen

SENIOR GRAPHIC DESIGNER &  
CREATIVE STRATEGIST

## Let's Talk.

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## ABOUT

I'm a creative leader with more than two decades of experience shaping brands and delivering design solutions that resonate. As a strategist and design innovator, I combine artistic vision with disciplined project management to produce creative work that both captivates audiences and advances client goals. My career has provided me the opportunity to work with many well-known and respected companies and organizations, including Fortune 500 brands and nonprofit institutions.

## Core Competencies

### MANAGEMENT

- Team leadership & mentorship
- Creative strategy & art direction
- Brand oversight
- Time management
- Resource management
- Client relations & presentation
- Problem-solving & adaptability
- Event planning & vendor coordination

### TECHNICAL

- Branding & identity
- Print & digital design
- Social media design
- Infographics & data visualization
- Presentation design specialization
- Layout & composition
- Large-format print production
- Event & conference design
- Digital asset organization

## Skills

- |             |                 |
|-------------|-----------------|
| Photoshop   | Google Slides   |
| Illustrator | Microsoft Word  |
| InDesign    | Microsoft       |
| Lightroom   | PowerPoint      |
| Firefly     | Microsoft Excel |
| XD          | Procreate       |
| Figma       | Unbounce        |
| Canva       | Squarespace     |
| Google Docs | Wix             |

## Work Experience

- Owner & Lead Graphic Designer**  
 Emily K. Hagen Visual Communications / January 2003- Present  
 Lead designer providing a myriad of design services that cover the entire project lifecycle from conceptualization to final implementation to results evaluation
  - Collaborating with clients to develop new design strategies and build efficiencies into workflows, reducing overhead costs and improving turnaround times
  - Partnering with outside designers when necessary to ensure consistent and effective multi-channel messaging
  - Maintaining a diverse client base, including the healthcare, technology, and governmental sectors
- Associate Creative Director & Senior Graphic Designer**  
 CURA Strategies / July 2022-October 2025  
 Head of the creative department, responsible for overseeing creative strategy, design direction, and visual impact of internal marketing materials and external, client-focused collateral
  - Supported marketing and advocacy communications for over 25 healthcare-related clients, including corporate and non-profit organizations
  - Mentored and developed junior- and mid-level designers, providing constructive feedback and art direction while fostering a collaborative creative environment
  - Directed the proposal design process, creating bespoke visuals for a wide variety of individual client goals
  - Presented creative concepts to clients and internal stakeholders, articulating the strategic thinking behind creative decisions, and incorporating feedback while maintaining the integrity of the work



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## Education

### Bachelor of Arts, Graphic Design

The Art Institute of Fort Lauderdale,  
2007

### Bachelor of Arts, Studio Art

College of Charleston, 1999

## Pro-Bono

### Society for the Prevention of Cruelty to Animals

Montgomery County, MD

### Land of Promise

Atlanta, GA

## Certifications

### Design Honors Program

Fort Lauderdale, FL

### Dale Carnegie Graduate

St. Louis, MO

## Corporate Communications Brand Manager

TechnoServe / June 2019-July 2022

Senior designer and brand manager, developing visual designs and assets for TechnoServe's corporate communications, as well as individual projects and beneficiaries worldwide

- Created and curated a centralized library of graphic design elements and digital assets
- Conceptualized and designed branding systems, reports, presentations, event collateral, internal video, digital assets, and other content
- Assisted in the development and rollout of a new corporate brand, including a website launch and the formal trademarking process
- Developed, led, and strengthened fundraising strategies and partnerships with international donors

## Corporate Brand Manager & Senior Graphic Designer

Infina / February 2015-June 2019

Led a creative team designing infographics, instructional materials, safety campaigns, signage, digital interfaces, reports, and public-facing communications supporting the Federal Aviation Administration's (FAA) mission of ensuring safe and efficient air travel

- Supported training and outreach programs and assisted, developed, and maintained communications tasked by FAA's Office of Safety and Technical Training
- Conceptualized, created, and maintained the corporate brand aesthetic, style guidelines, and all marketing collateral, including the development of a new corporate website
- Met directly with senior FAA officials to develop strategic communications materials

## Graphic Designer & Project Manager

Chemonics International / October 2011-November 2014

Part of a four-person team creating visual communications that supported global development initiatives for the largest, for-profit contractor for the U.S. Agency for International Development

- Translated complex policy work, program impacts, and technical data into accessible print and digital content
- Initiated new processes to improve design production, including research and contract negotiations to meet budget requirements
- Ensured brand consistency while effectively communicating the organization's mission and results to diverse audiences
- Helped guide corporate communication marketing efforts, including support for the Leadership Development Conference