Emily Touch

em.e.touch@gmail.com **|** 860-510-2522

http://emilytouch.github.io/works.html

Experience

University of Connecticut Health Center, Farmington, CT

Web and Marketing Associate
December 2023 – January 2025

- Promoted academic training programs and mentorships through websites, doubling prospective student engagement from last year.
- Created and printed department merchandise/graphic signage on a variety of product surfaces.
- Produced educational and appealing graphics for department research publications.
- Designed webpages and maintained department website within university brand standards.
- Distributed promotional materials such as press releases, brochures, and booklets.

Imhotep Connecticut National Medical Association, Farmington, CT

Web and Marketing Associate
December 2023 – January 2025

- Managed memberships; introduced a new program to automate digital card distribution and increased membership by 20%.
- Created promotional graphics with InDesign and Illustrator; distributed for events through MailChimp and ListServ.
- Designing webpages and updating organization's website through Wix, adhering to brand standards.

Ray-Jurgen Co., LLC, Bristol, CT

Forms Designer
March 2021 - September 2023

- Consulted with dispatchers to design seamless inspection forms that adhered to Automotive Lift Institute safety guidelines.
- Identified user-friendly alternative, implemented a new program that improved inspection productivity rates.

NGL Sportswear

Front-End Web Developer
April 2021 - March 2022

- Spearheaded building a business website to promote upcoming new athletic wear.
- Assessed e-commerce platforms such as Shopify and WooCommerce to identify optimal user experience management.
- Leveraged visual identification of company branding to promote profitability and business growth.

University of Connecticut, Storrs, CT

Web Intern
November 2019 - July 2020

- Created marketing emails, newsletters, and website content to promote new events.
- Managed creation of pages and subsequent updates using WordPress, HTML/CSS, and JavaScript.
- Standardized website to maintain consistent visual branding through uniform fonts and layouts.

Design Assistant
October 2018 - October 2019

- Assisted in production of websites for graduate certificate programs through WordPress.
- Designed print and digital media such as infographics, web pages, and multimedia content.

Skills

Design: Adobe Creative Suite (Xd, Photoshop, Illustrator, InDesign, Premiere), Figma, Canva, Sketch, Invision

Microsoft: Office Suite, Word, PowerPoint, Excel, Outlook, Teams, OneDrive, Visual Studio

Web/Programming: HTML/CSS, SCSS, JavaScript, React.JS, Node.JS, WordPress/PHP, Bootstrap, C#, C/C++, TypeScript

Education

University of Connecticut, Storrs

Bachelor of Fine Arts, Digital Media and Design
August 2016 - May 2020