



## EMILY ALLISON FRYE

*www.emilyallisondesign.com*  
156 Columbus Ave.  
New York, NY 11022  
emafrye@yahoo.com  
913.908.0812

### EDUCATION

#### UNIVERSITY of FLORIDA IN GAINESVILLE, FLORIDA

Bachelor of Fine Arts in Graphic Design  
December 2008. 3.55 Grade Point Average. Cum Laude.

#### COMPUTER-INTEGRATED STUDIO. *university of florida. august 2006-may 2008*

Through a competitive process, 20 designers were hand-picked from a large pool of applicants to enter the graphic design program. This program includes participation in a studio environment throughout a two year period of upper-level course work. This environment creates a close community of designers, promoting inspiration, collaboration, and communication.

### TOOLS

Mac Systems  
Windows Systems  
Adobe Photoshop  
Adobe Illustrator  
Adobe InDesign  
Adobe Dreamweaver  
Adobe Flash  
Wordpress  
Final Cut Pro  
Microsoft Word  
Microsoft Excel  
Letterpress  
Screen Print

### EXPERIENCE

#### FREELANCE WEB DESIGNER. **TORY BURCH.** *new york, new york. october 2011 - present*

Working with the design team and creative director, I aid in maintaining the brand website as well as researching, planning and designing the Tory blog. Duties also include maintainig social media accounts, photo editing and creating marketing materials, for both domestic and international use.

#### CREATIVE ARTIST. **CAMP DAVID APPAREL.** *overland park, kansas. may 2009 - september 2011*

Camp David is a leading high-end custom apparel company catering to various resort, corporate and collegiate accounts. I designed custom graphics and developed merchandised collections for the retail market. This position requires extensive knowledge of screen print, attention to detail and a sophisticated eye for trends in fashion. Clients include: Disney, Universal Studios, Bacardi, Barnes and Noble, Miller Coors, NHL and NBA Store.

#### EXECUTIVE CREATIVE ASSISTANT. **PREMIER CREATIVE.** *gainesville, florida. august 2008 - may 2009*

Premier Creative is a full-service design and event planning firm. As the creative director's assistant I was responsible for overseeing all accounts, meeting with clients, setting up proofs, as well as designing.

### INTERESTS

Fashion  
Travel  
Semiotics  
Live Music  
Typography  
Collage  
History  
Textiles  
Football

#### UF IN TOKYO STUDY ABROAD. *tokyo, japan. may - june 2008*

UF in Tokyo consisted of a month of scavenging, collecting, cutting and shaping the thrown away and forgotten fragments scattered throughout Tokyo, Japan. Culled from free newspapers, trash bins, antique stores and photographs, the product was an expression through collage, in an attempt to deconstruct and rearrange perception based on critical observations.

#### DESIGNER. **MINT DESIGN STUDIO.** *uf, gainesville, florida. january - may 2008*

Mint is a student-run graphic design studio at the University of Florida. Students are chosen through portfolio review to work in a team atmosphere to develop branding solutions for real world clients. The studio produces conceptual strategies, design implementation, client interactions, and production. The projects included identity, print collateral, packaging, and web development.

#### MINT IN MEXICO. *playa del carmen & senor, quintana roo, mexico. january 2008*

Mint works with selected clients in southern Mexico, including two Maya cooperatives. The studio travels to conduct research and study the culture first-hand in order to gain insight on the project. Mint worked in the areas of artisanal food products for the tourism market as well as on the development of an eco/ethnic village providing tours, unique to the region.

#### ART DIRECTOR. **GATOR GROWL & UF HOMECOMING 2007.** *gainesville, florida. december 2006 - december 2007*

I was part of a team of over 40 directors to help produce the largest student-run pep rally in the world. I created the Gator Growl identity, which included branding, promotional design, apparel design and website development. I also worked with Homecoming directors to produce the weeks events. This position's challenge came in creating distinct, yet harmonious identities for each individual event.