

# EMMA PON

Boston, MA | New York, NY  
emmapon.com

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## EDUCATION

### Northeastern University

Candidate for BS in Graphic & Information Design and Math.  
Expected May 2025

Dean's List (Spring 2022, Fall 2022, Spring 2023, Fall 2023)

## RELEVANT COURSEWORK

Experience and Interaction  
Interaction Design I: Responsive Design, Process, and Contexts  
Typography I, II, III  
Graphic Design I  
Understanding Design  
Color and Composition  
Foundations of Computer Science I  
Engineering Product Design & Prototyping

## SKILLS

Adobe Creative Suite (InDesign, Illustrator, Photoshop)  
Figma  
Microsoft Suite (Word, Excel, Powerpoint)  
Canva

## EXPERIENCE

### GENERATE PRODUCT DEVELOPMENT

#### Senior UI/UX Designer | Student Activity Calendar

Ideate and develop a student-facing hybrid web/mobile app and a web dashboard for Northeastern club executives. Design essential features such as login and onboarding, as well as the notifications, settings, and profile.

Boston, MA | January 2024 - Present

#### Junior UI/UX Designer | Legacy

Collaborated on a comprehensive brand book for an end-of-life planning mobile app. Designed a prototype for ~20 frames illustrating key user flows including the homepage, task progression, and marketplace features.

Boston, MA | September 2023 - December 2023

### THE TJX COMPANIES, INC.

#### Creative Marketing Co-op | Sierra

Led art direction and design for 22 emails and 10 homepage assets for Sierra.com. Crafted 16 impactful social media posts, including a reel with >10k views. Assisted the creative and brand marketing team to conceptualize and execute marketing campaigns.

Boston, MA | Hybrid | July 2023 - December 2023

### THE DIGITAL DESTINATION

#### Social Media Marketing Intern

Designed monthly content bank for the company and external client, Aiden & Ivy, using research on current digital marketing trends. Engaged weekly on Instagram with the company and an external client's consumer audience of 1500+ followers.

Remote | January 2023 - April 2023

## LEADERSHIP

### NORTHEASTERN WOMEN'S CLUB VOLLEYBALL

#### Vice President

Work with board members to coordinate and execute team activities, tournaments, and events. Ensure all 17 team players adhere to team handbook and all university policies and regulations. Maintain and update DoSportsEasy.

Boston, MA | April 2023 - Present