EMILY SHEPHERD

WHO I AM

Right brained, left brained... why not both? My strong research background AND passion for communication design allow me to create deliverables that clients find engaging, memorable, and best of all - proud to share.

WHAT I WILL BRING TO YOUR TEAM

I will ensure great findings are paired with great design. I thrive when working closely with researchers. By being close to the data, I can thoroughly understand the insights in order to communicate a great story.

CONTACT

SKILLS

- POWERPOINT
- INDESIGN
- ILLUSTRATOR
- PHOTOSHOP

INDUSTRY EXPERIENCE

- BANKING & FINANCE
- FOOD & BEVERAGE
- HEALTHCARE
- AUTOMOTIVE
- CPG

STRENGTHS FINDER TOP 5

- FUTURISTIC
- STRATEGIC
- POSITIVITY
- MAXIMIZER
- LEARNER

EXPERIENCE

DIRECTIONS
2018 - PRESENT

SENIOR VISUALIZATION SPECIALIST

- Elevate and enhance complex insights through communication design to create compelling, consumable, and comprehensive deliverables that are unique to clients.
- Work with external and internal clients to design deliverables including, but not limited to: research reports (qual/quant), executive presentations, infographics, proposals, style guides, printed materials, and white papers.
- Produce work predominantly in Microsoft PowerPoint.
- Facilitate live/on-the-spot brainstorming sessions with research teams to simplify complicated data and develop custom frameworks.
- Mentor and train junior level design staff and non-designers in report/presentation design principals.
- Manage company-wide image assets including stock photography and vector files.

GONGOS, INC.
2015 - 2018

DESIGN SPECIALIST

Work with external and internal clients to design deliverables including: research reports (qual/quant), executive presentations, infographics, proposals, style guides, printed materials, and white papers.

2015 - 2015

RESEARCH MANAGER

Formed strong partnerships with clients through strategic guidance and going beyond research objectives to understand overall business challenges.

2013 - 2015

SENIOR RESEARCH COORDINATOR

Focused on transforming data into impactful deliverables through storytelling and design.

2012 - 2013

RESEARCH COORDINATOR

Coordinated quantitative/qualitative projects through all stages of the research process.

2012 - 2012

RESEARCH INTERN

EDUCATION

2012 - 2012

MICHIGAN STATE UNIVERSITY

M.S. IN MARKETING RESEARCH
East Lansing, Michigan

2006 - 2010

GRAND VALLEY STATE UNIVERSITY

B.A. IN STATISTICS | MINOR IN BUSINESS
Allendale, Michigan