





Philip Gemmell

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 gemmelldesigns.com

EDUCATION

Kutztown University of Pennsylvania | Kutztown, PA
B.F.A. Communication Design
Dean's List | Kutztown University, Kutztown, PA
Concentration in Interactive Design and Advertising Design

HARD SKILLS

- Figma
- UXPin
- Sketch
- Miro
- UX/UI
- Adobe XD, Photoshop, Illustrator, After Effects, Dreamweaver, and Acrobat
- HTML, HTML5, CSS, SCSS
- Affinity Designer
- Traditional and digital Illustration

SOFT SKILLS

- Data and research driven decision making skills
- Strategic thinking and process improvement
- Empathetic & responsive management skills
- Lightweight templates & design libraries for recurring projects
- Wonderful communication and presentation skills
- Cross-functional leadership through large scale projects
- Creative direction and team leadership

EXPERIENCE

UX & MARKETING ASSOCIATE CREATIVE DIRECTOR 2019-Now

I have had the privilege of leading the Marketing and Advertising team at Health Union where I oversee corporate initiatives including company branding, new products, marketing campaigns, conference materials, sales team slide decks, social media, and client-sponsored campaigns. I have managed and mentored multiple art directors and designers.

UX SENIOR ART DIRECTOR 2018-2019

Along with my other responsibilities at Health Union, I helped oversee the SEO of the company, as well as created and maintained creative templates and handbooks for the entire UX team. I was also responsible for managing the UX interns.

UX ART DIRECTOR 2017-2018

During my time as an Art Director at Health Union, I oversaw and managed the UX/UI, illustration, and infographic design for three thriving online health communities.

UX DESIGN INTERN 2016-2017

I had the great honor to be a design intern at Neo-Pangea. During my time there I worked with clients including Nickelodeon and National Geographic.

HOUSING DEPARTMENT DESIGNER 2013-2017

I worked as the graphic designer for the Housing Department of Kutztown University for four years. I was responsible for the design of posters and promotional materials for campus events.