

# emily dykstra

brand maven, designer

My background is in print and branding, which I've done with small and large companies alike. Throughout my career, I have had the privilege to design for Washingtonpost.com, Discovery Channel, Jim Beam, Waterman Pens, Rolodex and Sharpie, in addition to many smaller companies whose names are less recognized.

I am an enthusiastic designer with many years of experience in the design field. In that time I've come to recognize that a marketing project is more than just colors and shapes and images; it requires clear communication and collaboration behind it. I intentionally aim to keep the dynamic strong and fun.

In my personal life, I'm married to a hilarious and super smart man who does wonders in digital marketing. To add to the fun, we had two daughters. Then a dog.

I love bringing out the best in people and projects. I'd be happy to have a conversation if my design services could benefit you.



**WATERMAN**   
EXPRESS YOUR STYLE

**Knob  
Creek**

  
Discovery  
CHANNEL



ROLODEX™

*Sharpie*



 **REPUBLIC**  
SERVICES

*The Washington Post*

# emily dykstra

## resume

### **SWEET MERCY DESIGN**

Owner/Designer/Illustrator  
2006+

- + Developed brand identities and Style Guides for clients
- + Created print collateral for Evenhouse Accountants, Wheaton CRC and Republic Services (City of Lisle and LaGrange Park)

### **NAPERVILLE PRESBYTERIAN CHURCH**

Designer, Web Graphics  
2018+

- + Created web collateral for all ministries
- + Managed social media on Hootsuite

### **CREATIVE CIRCLE, Chicago, IL**

Designer, Web Graphics  
2015+

- + Created web collateral for business-to-business site
- + Created illustrations for backgrounds of figurines to create brand story
- + Worked with 50 brands of product lines and maintained brand standards

### **NEWELL RUBBERMAID/SANFORD, Oakbrook, IL**

Sr. Designer  
2003-2006

- + Designed print collateral for Sharpie, Rubbermaid, Rolodex, Waterman and Parker
- + Conducted brand analysis, created mood boards and researched trends for various pen brands
- + Researched competition, created packaging and specced photo shoots for Rubbermaid SpaceMaker
- + Assisted on rebranding Rolodex including creating design elements, attending photo shoots and inspecting press checks
- + Maintained brand standards for Sharpie, Parker, Rubbermaid and Rolodex

**WATERMAN**   
EXPRESS YOUR STYLE

**KNOB  
CREEK.**

  
Discovery  
CHANNEL



ROLODEX™

*Sharpie*



 **REPUBLIC  
SERVICES**

*The Washington Post*

# emily dykstra

resume, p.2

## **EMAGINEIT, LCC, Deerfield, IL**

Art Director  
2002-2003

- + Designed for the websites of Chinaco Tequila, The Dalmore, Vox Vodka and Jim Beam
- + Designed self-mailer for Jim Beam, Knob Creek
- + Created an instructional video for Wilson Jones

## **TESSCO Technologies, Hunt Valley, MD**

Print and Web Designer  
2000-2002

- + Rebranded all print paraphernalia including catalog, brochures, website, letterhead and internal collateral
- + Maintained brand standards for all of office communication
- + Interfaced with print and web team to align brand standards

## **AQUENT PARTNERS, Washington DC**

Print and Web Freelance Designer  
1999-2000

- + Washingtonpost.com + Discovery Channel
  - + Developed designs for Steve Irwin, Croc Hunter's point-of-purchase and promotional collateral, both print and video
  - + Created designs for television logos for Discovery Channel
  - + Created web banners for Washingtonpost.com promotions
  - + Presented designs to company execs

## education

Calvin College, Grand Rapids, MI  
Bachelor of Fine Arts

## contact

emily@sweetmercydesign.com  
224-523-1769

**WATERMAN**   
EXPRESS YOUR STYLE

**KNOB  
CREEK.**

 **Discovery**  
CHANNEL



**ROLODEX™**

*Sharpie*



 **REPUBLIC**  
SERVICES

*The Washington Post*