

Emily Higgins

Philadelphia, PA
emcsiems@gmail.com
484.326.6610

emilyroseinteractive.com
mamamode.app

Experience

CEO & FOUNDER

Mama Mode App
February 2023–Present

- Research and planning
- Business creation
- Design and prototyping
- Social media strategy & design
- Marketing strategy & design
- Media buying & advertisement design
- Community engagement

SENIOR DESIGNER (CONTRACT)

Think It First
July 2021–Present

FREELANCE INTERACTIVE DESIGNER

May 2018–Present

ADJUNCT PROFESSOR

Temple University | Philadelphia, PA
January 2020–May 2022

INTERACTIVE DESIGNER & PROJECT MANAGER

Neff | Philadelphia, PA
June 2017–June 2021

RETAIL MANAGER

Kuta | Media, PA
July 2010–January 2016

Education

TYLER SCHOOL OF ART, TEMPLE UNIVERSITY

BFA Graphic and Interactive Design
Philadelphia, PA | Cum Laude
2013-2017

TEMPLE UNIVERSITY, ROME

Art History and Graphic Design Courses
Rome, Italy
Summer 2015

SAVANNAH COLLEGE OF ART AND DESIGN (SCAD)

Savannah, GA | GPA 3.83
2012–2013

Certificates

THE PRACTICAL GUIDE TO USABILITY

Interaction Design Foundation
May 2019

Skills

WEB & MOBILE APP DESIGN:

Research, sitemapping, wireframing, UX/UI design, prototyping, mobile app design, backend portal design, dashboard design

DIGITAL & INTERACTIVE DESIGN:

Animation, email campaigns, digital ads, infographics, gifs, creative briefs, presentations

SOCIAL MEDIA:

Planning and strategy, management, design, community engagement, social ads

MARKETING:

Strategy and planning, media buying, ad design

MISCELLANEOUS:

Project management, time management, client communications

Software & Tools

ADOBE CC:

XD, Illustrator, InDesign, Lightroom, Photoshop, After Effects

WEB DESIGN:

Figma, WordPress, Basic CSS, Basic SEO Integration

ONLINE DESIGN TOOLS:

Canva, Jitter

MICROSOFT OFFICE:

Word, Powerpoint, Excel

GOOGLE SUITE:

Docs, Slides, Sheets

PROJECT MANAGEMENT:

Monday, BaseCamp, Trello, Function Fox, Paymo, Asana, Jira

SOCIAL MEDIA PLANNING:

Plann, Pallyy

Organizations

AIGA MEMBER

Philadelphia, PA
September 2012–Present