

Emma Soefker



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PROFESSIONAL SUMMARY

Graphic Designer and Art Director with a BFA in Graphic Design from the University of Tennessee at Chattanooga. Specializing in publication design, art direction, and branding, I am passionate about exploring how identity, culture, and fashion intersect to create meaningful narratives. Adept at conceptualizing and executing innovative projects that challenge conventions.

EDUCATION

- * Fall 2020 – Spring 2024 | University of Tennessee at Chattanooga (UTC)
Bachelor of Fine Arts in Graphic Design
- * Spring 2023 | Florence University of the Arts
Study abroad program

SKILLS

- * Technical Skills – Adobe CC, Figma, Canva, Milanote, Notion
- * Creative Expertise – Art Direction, Set Design, Publication Design
- * Soft Skills – Collaboration, Leadership, Time Management

EXPERIENCE

- * Fall 2021 – Present | Anthropologie (Chattanooga, TN)
Stylist & Sales Associate
Enhanced customer experience through styling, product knowledge, and working collaboratively
Contributed to maintaining Anthropologie's unique brand identity through the Style Wall and mannequins
- * Art Direction
October 2024, Chattanooga, TN | Nicole Nixon Brand Shoot
November 2024, Chattanooga, TN | Apothia "Christmukkah" Holiday Shoot
- * Production Assistant
August 2024, Chattanooga, TN | Alaina Rother Leather Co. (ARLC)
Fall Campaign
November 2024, Chattanooga, TN | Anastacia Aesthetics Lip Drip Campaign
November 2024, Chattanooga, TN | Apothia "Christmukkah" Holiday Shoot
November 2024, Chattanooga, TN | Candice Modley Brand Shoot
November 2024, Chattanooga, TN | Ashley Hamilton Birthday Shoot
December 2024, Chattanooga, TN | Maison Audelà Brand Shoot
- * Set Design
October 2024, Chattanooga, TN | Nicole Nixon Brand Shoot
November 2024, Chattanooga, TN | Apothia "Christmukkah" Holiday Shoot



* Logo Design

Fall 2024 | Regina Tate – Holistic Hair Practitioner
Fall 2024 | Claire Cuts Hair – STL Extension Specialist

* Props Assistant

December 2024, Chattanooga, TN | Maison Audelà Brand Shoot

* Props Fabricator

December 2024, Chattanooga, TN | Maison Audelà Brand Shoot

* Intern & Creative Assistant

August 2024 – November 2024 | Sterna Studios (Chattanooga, TN)
Communicated with clients and executed photoshoots at a professional level
Assisted in developing creative strategies to adapt to the evolving creative landscape

* Graphic Designer & Creative Director

Spring 2020 – Spring 2024, Chattanooga, TN | Strike Magazine Chattanooga
Led and collaborated with creative teams to execute editorial shoots, ensuring cohesive branding
Directed print and digital designs, aligning with the magazine's identity, leading to increased readership

* Graphic Designer

Fall 2023 – Spring 2024, Chattanooga, TN | UTC Theatre Company
Designed promotional packages, including posters, postcards, and digital branding, for Fall and Spring productions

* Gallery Assistant

Spring 2023, Florence, Italy | Florence University of the Arts
Co-curated "Tiny Florence," an exhibition celebrating Florence's culture, and organized the event's opening for the community

* Sales Associate

Summer 2019 – 2020, Memphis, TN | Urban Outfitters
Fall 2018 – Spring 2019, Memphis, TN | Free People

AWARDS & PUBLISHED WORK

* 2024 BFA Senior Thesis Exhibition | April 2024, Chattanooga, TN

Presented a thesis project exploring authenticity in the fashion industry, highlighting one year of artistic and intellectual development. Participated in a public exhibition and artist lecture as part of a cohort of 28 BFA candidates across graphic design, painting & drawing, photography & media art, and sculpture.

* Chattanooga Times Free Press | September 2024

"What Chattanoogaans love to wear in the fall" by Sarah Dolgin

* Strike Magazine Chattanooga | Spring 2021 – Spring 2024

Creative Direction, Graphic Design, Styling, and Set Design



* Fine Arts Leadership Award
UTC SGA | 2023 – 2024

* Dean's List
University of Tennessee at Chattanooga | Fall 2021 – Spring 2024