

# Emilie Downs

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Detail-oriented, organized, and dependable candidate successful at managing multiple priorities with a positive attitude. Willingness to take on added responsibilities to meet team goals. Works at fast pace to meet tight deadlines and a team player ready to contribute to company success.

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## Skills

- Knowledge of client-side and server-side languages (HTML, CSS, C#, C, Python, Java, JavaScript)
  - Worked with Bootstrap, Django and Symfony in creating dynamic websites
  - Exceptionally good with time management and planning
  - Collaborative in a team environment
  - Unix/Linux including vi editor, file management and shell scripting
  - Design and create databases with MySQL
  - Utilize Figma in creating website mock ups.
  - Leadership in managing a visual team
  - Advanced knowledge of visual merchandising
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## Work History

### Web Designer

2023/05-Current

*Online Access, Port Huron, MI*

- Drove 9% increase in the Google Business Organic Visibility Score over the period of 6/9/25 to 11/3/25 and Increased homepage views by 12% (+106) from A Perfect Climate redesign.
- Increased homepage views by 19% (+260) and elevated user engagement metrics by 7% from Atlas redesign.
- Specialize in designing engaging and intuitive user experiences using HTML, CSS, Sass, JavaScript and Bootstrap.
- Code responsive, performant homepages that translate complex UX designs into functional, accessible experiences.
- Revitalize older websites to dramatically improve user engagement.
- Streamline company brand recognition with consistency through out design.
- Researched and integrated modern web animation trends to improve user experience (UX) and enhance brand storytelling.
- Participate in design team smashing conferences and critiques.
- Interned from 05/2023 - 08/2023 working on projects across company departments including front and back end web development.

### Visual Manager

2015/09-2020/07

*Macys Bellingham WA, Bellevue WA, Dearborn MI*

- Direct and execute monthly creative visual presentations in all fobs in a 13 million volume door.
- Managed visual team on fashion trends, standards, and storewide collateral changes.
- Partner with executive team in recruiting and maintaining talent.
  - Temporarily managed and recruited new visual lead in Burlington, WA
- Selected to participate in prototype store set up for 2016 Holiday Q4.
  - Participated in new store set up for spring of 2017, Salt Lake City, UT

### Visual Merchandising Designer

2009/01-2012/08

*Salon Centric (L'Oreal) Chicago IL*

- Interacted with 47 salons to provide strategic visual merchandising throughout the region.
- Designed and executed visual merchandising themes, displays to meet promotional needs.
- Created plan-o-grams incorporating collateral visual documentation, display materials, and related fixtures to maximize implementation and results.
  - Achieved a 50% increase in product revenue for the market through strategic initiatives.
  - Drove 20% increase in clientele through direct interaction with design & sales consultants.
  - Managed contracts with the Midwest territory: IL, WI, IA & MN.

- Successfully drove revenue by \$25k with a 22% retail increase, for PCI Academy and recognized by Fitness Spa & Salon for achieving a 2% increase in revenue as a direct result of merchandising services. (Both locations in Ames, IA).
- Educated staff members/associates on appropriate store merchandising and plan-o-gram protocols, coaching senior members on adaptation/ alignment to enhance location.
- Implemented stylist incentive games and staff training to drive ongoing results.
- Utilized adobe illustrator & photoshop to create collateral for in-store merchandising and staff meeting/ training presentation.

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## Education & Awards

- The school of the Art Institute of Chicago  
*Conferred 2008, Chicago, IL*
- Henry Ford College  
*Conferred 2023, Dearborn, MI*
- CS50's Introduction to Computer Science  
*2022/11, Online certificate The Harvard Shop*
- Arthur Kochoff Endowed President's Scholarship  
*2023/02, Scholarship Award*
- The National Society of Leadership and Success  
*2022/10-present, Member*