EM FERGUSON

PRODUCTION & MERCHANDISE DESIGNER

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LINKEDIN
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RENTON, WA

HELLO!

MY NAME IS EM FERGUSON, I'M ORIGINALLY FROM YUMA, ARIZONA AND RECENTLY MOVED FROM PHOENIX TO RENTON, WASHINGTON. I EARNED MY ASSOCIATE'S DEGREE IN COMPUTER GRAPHICS AT MY LOCAL COMMUNITY COLLEGE IN MAY OF 2020 AND HAVE SINCE BUILT MY CAREER IN DESIGN AND PREPRESS, STARTING WITH A BACKGROUND IN SCREEN PRINTING AND GROWING INTO PRODUCTION-FOCUSED GRAPHIC DESIGN. I TRULY ENJOY THE PROCESS OF TRANSLATING ARTWORK TO PRINT AND LEARNING THE LANGUAGE THAT COMES WITH IT.

I WORK PRIMARILY IN ADOBE ILLUSTRATOR, PHOTOSHOP, AND INDESIGN AND AM COMFORTABLE WORKING IN HIGH-VOLUME PRODUCTION ENVIRONMENTS, HANDLING COLOR SEPARATIONS, PMS COLORS, PRINT SPECIFICATIONS AND BRAND GUIDELINES. I GENUINELY ENJOY LEARNING HOW THINGS ARE MADE AND FINDING PRACTICAL SOLUTIONS WHEN ARTWORK NEEDS TO BE ADAPTED FOR PRODUCTION WHILE STILL PRESERVING THE ORIGINAL CREATIVE INTENT.

IN ADDITION TO MY PROFESSIONAL EXPERIENCE, I'VE BUILT AND OPERATED MY OWN INDEPENDENT E-COMM BRAND, GIVING ME FIRSTHAND EXPERIENCE WITH NEARLY EVERY FACET OF A BUSINESS. FROM DESIGN AND MANUFACTURING TO MERCHANDISE, BRANDING, CUSTOMER SERVICE, ORDER FULFILLMENT, AND ANYTHING IN BETWEEN. BUILDING SOMETHING OF MY OWN HAS GIVEN ME A IN DEPTH UNDERSTANDING OF THE PROCESS OF BRINGING A PRODUCT TO MARKET WHILE STRENGTHENING MY CREATIVE PROBLEM-SOLVING SKILLS AND ABILITY TO TAKE OWNERSHIP OF A PROJECT FROM START TO FINISH.

THROUGHOUT MY CAREER, I'VE DEVELOPED A STRONG UNDERSTANDING OF WHAT IT TAKES TO TAKE A CREATIVE IDEA FROM CONCEPT TO FINISHED PRODUCT. I TRULY ENJOY WORKING IN THE SPACE BETWEEN DESIGN AND PRODUCTION, PREPARING PRODUCTION-READY ARTWORK, SOLVING TECHNICAL CHALLENGES AND ENSURING THE FINAL PRODUCT ACCURATELY REFLECTS THE APPROVED DESIGN.

I WOULD LOVE THE OPPORTUNITY TO BRING MY COMBINATION OF CREATIVE AND PRODUCTION EXPERIENCE TO YOUR TEAM. I'M DETAIL-ORIENTED, ADAPTABLE, AND COMFORTABLE IN ENVIRONMENTS WHERE ACCURACY, COMMUNICATION, AND PROBLEM-SOLVING ARE IMPORTANT. I BELIEVE MY ABILITY TO UNDERSTAND BOTH THE CREATIVE VISION AND THE PRACTICAL REQUIREMENTS OF PRODUCTION WHICH I FEEL WOULD ALLOW ME TO BE A VALUABLE CONTRIBUTOR.

THANK YOU FOR YOUR TIME AND CONSIDERATION AND I LOOK FORWARD TO THE OPPORTUNITY TO CONNECT!

BEST,



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MERCHANDISE DESIGN •CONSUMER PRODUCTS • PRINT PRODUCTION

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SUMMARY

DESIGNER SPECIALIZING IN TRANSLATING CREATIVE CONCEPTS INTO PHYSICAL AND DIGITAL PRODUCTS, WITH EXPERTISE IN MERCHANDISE, PRINT PRODUCTION, PRE-PRESS, BRANDING, AND MANUFACTURING. EXPERIENCED IN TAKING ARTWORK FROM CONCEPT THROUGH PRODUCTION-READY FILES AND FINISHED GOODS. FOUNDER OF AN INDEPENDENT E-COMM BRAND GENERATING 6,000+ ORDERS, $60K IN SALES WITHING TWO YEARS AND AN AUDIENCE OF 42K+ ON TIKTOK.

SKILLS

- MERCHANDISE DESIGN
- PRODUCTION DESIGN
- PRINT PRODUCTION
- PACKAGING
- PREPRESS
- SCREEN PRINTING
- COLOR MANAGEMENT
- FILE PREPARATION
- PRODUCT DEVELOPMENT
- BRANDING

SOFTWARE

ADOBE ILLUSTRATOR
ADOBE PHOTOSHOP
ADOBE INDESIGN

EDUCATION

ASSOCIATES IN APPLIED SCIENCE
COMPUTER GRAPHICS
ARIZONA WESTERN COLLEGE
MAY 2020

CERTIFICATION

ADOBE GRAPHIC DESIGN

GOOGLE UX DESIGN

GOOGLE DIGITAL MARKETING & E-COMMERCE

EXPERIENCE

PRODUCTION DESIGNER

APRIL 2026 - CURRENT

LANTERN PRESS | SEATTLE, WA

- TRANSLATE CREATIVE ARTWORK INTO PRODUCTION-READY FILES FOR HIGH-VOLUME MERCHANDISE AND CONSUMER PRODUCTS WHILE MAINTAINING VISUAL ACCURACY AND PRODUCTION STANDARDS.
- PREPARE AND ADAPT ARTWORK ACROSS MULTIPLE PHYSICAL PRODUCT FORMATS, APPLYING KNOWLEDGE OF COLOR, SEPARATIONS, SIZING, BLEED, CUT LINES, TEMPLATES, AND MANUFACTURING REQUIREMENTS.

PRODUCTION ARTIST

JUNE 2024 - DEC 2025

ANTON SPORT | TEMPE, AZ

- PREPARED HIGH-VOLUME ARTWORK FOR APPAREL, MERCHANDISE, AND PROMOTIONAL PRODUCTS ACROSS SCREEN PRINTING, DTF, DTG, EMBROIDERY, AND OTHER PRODUCTION METHODS.
- CREATED PRODUCTION-READY ARTWORK AND COLOR SEPARATIONS WHILE MAINTAINING ACCURATE SIZING, PLACEMENT, COLOR, AND TECHNICAL SPECIFICATIONS.
- APPLIED PMS COLOR KNOWLEDGE AND PRINT-PRODUCTION PRINCIPLES TO PREPARE ARTWORK FOR SCREEN PRINTING AND OTHER PHYSICAL APPLICATIONS.
- DEVELOPED AND MODIFIED ARTWORK WITHIN ESTABLISHED BRAND GUIDELINES FOR ORGANIZATIONS, EVENTS, TEAMS, AND PROMOTIONAL PROGRAMS.

FOUNDER & PRODUCT DESIGNER

MAY 2021 - OCT 2023

SKRINKFROMSKROD | PHOENIX, AZ

- BUILT AND OPERATED AN INDEPENDENT PRODUCT BRAND FROM CONCEPT THROUGH PRODUCT DEVELOPMENT, DESIGN, PRODUCTION, MARKETING, FULFILLMENT, AND CUSTOMER SERVICE.
- DESIGNED AND DEVELOPED ORIGINAL PHYSICAL PRODUCTS AND MERCHANDISE, TRANSLATING CONCEPTS INTO PRODUCTION-READY ARTWORK AND FINISHED GOODS.
- GENERATED 6,000+ CUSTOMER ORDERS THROUGH PRODUCT DEVELOPMENT, BRAND BUILDING, DIGITAL MARKETING, AND DIRECT-TO-CONSUMER SALES.
- GREW THE BRAND'S TIKTOK PRESENCE TO APPROXIMATELY 42K+ FOLLOWERS AND 1.5M+ LIKES, CREATING VISUAL CONTENT AND MARKETING CAMPAIGNS THAT SUPPORTED PRODUCT SALES AND BRAND AWARENESS.
- MANAGED THE FULL PRODUCT LIFECYCLE, INCLUDING CREATIVE DIRECTION, SOURCING, MANUFACTURING COORDINATION, PACKAGING, FULFILLMENT, QUALITY CONTROL, AND PRODUCT ITERATION.

PRINT PRODUCTION ASSOCIATE

DEC 2020 - JUNE 2024

INFO SCREEN PRINTING & GRAPHICS | TEMPE, AZ