

Emily Kolb

Graphic Designer

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DESIGN EXPERIENCE

Fleet Farm Store Support Center, Appleton, WI - *Senior Graphic Designer*

September 2025 - Present

Manage the tabloid process including overseeing content review, design, photoshoots, proofing, prepress, and coordination with the printer. Collaborate closely with merchants, merchant operation coordinators and outside vendors to ensure all deadlines are met efficiently. Driving innovative solutions that enhance our operations as the design lead for our Content Management System, Easy Catalog software and successfully implemented zone pricing.

Fleet Farm Store Support Center, Appleton, WI - *Graphic Designer*

June 2020 - August 2025

Collaborate with merchants and outside vendors to create compelling layouts and graphic elements, overseeing prepress processes and directing photoshoots for circulars, catalogs and direct mail pieces. Actively participate in design reviews to guarantee consistent branding across all mailing materials. Serve as a mentor for new hires and coordinate the tabloid schedule to ensure all deadlines are met. Successfully implemented a new Content Management System and Easy Catalog software as the design lead.

Green Side Up Landscaping, Alma, MI - *Freelance Graphic Designer*

December 2019 - Current

Logo design and brand standard booklet creation to create a cohesive customer experience. Currently working on an informational brochure and van wrap.

Adrian College, Adrian, MI - *Graphic Design Intern*

August 2019 - April 2020

Created social posts, event graphics and gifs for Adrian College in their marketing department.

EDUCATION

Adrian College, Adrian, MI - *B.F.A. in Graphic Design*

SKILLS

Adobe Creative Cloud - InDesign, Illustrator & Photoshop | Microsoft 365 - Word, Excel & Powerpoint
Prepress | ContentX | Digital | Print | Time management | Communication | Teamwork