

# Emily Gregoire

*Creative Lead & Motion Designer*

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## PROFESSIONAL SUMMARY

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Strategic Creative Lead with 9 years of experience driving business growth through high-impact motion design and brand storytelling. Expert at transforming complex technical concepts into human-centered visual experiences. Proven track record of optimizing creative workflows, including a 62% reduction in motion graphic production time, and leading teams to deliver scalable, award-winning content for global clients.

## WORK EXPERIENCE

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### IQVIA

*Creative Lead / Graphic Design Manager*

Remote | May 2021 – Present

- **Strategic Execution:** Direct the creative strategy and visual identity for global engagement campaigns, translating complex technical data into high-performance motion content that contributed to \$32M in revenue in 2025. (Recipient of Silver Impact Award for Collaboration)
- **Workflow Innovation:** Engineered a proprietary motion design system and workflow that reduced video production time by 62%, increasing team scalability and profitability (Recipient of Silver Impact Award for Innovation).
- **Team Upskilling:** Act as a technical mentor for the 15-person creative studio; launched monthly forums to advance department-wide animation capabilities, fast-tracking a junior peer to Lead Animator within 24 months.
- **Product Lifecycle:** Oversee end-to-end creative for high-visibility digital campaigns, ensuring strict alignment with brand architecture, global timelines, and multi-million dollar budgets.
- **Product Development:** Spearheaded the design of interactive gamification tools and app-walkthrough videos that were adopted as scalable, multi-use templates for external client acquisition.

### Education and Training Systems International (ETSI)

*Graphic Designer / Illustrator*

Chapel Hill, NC | Jun 2017 – May 2021

- **Creative Direction:** Provided art direction for a \$1.27M digital training platform, managing visual consistency and instructional clarity for a successful large-scale launch.
- **Multimedia Production:** Produced award-winning motion graphics, infographics, and interactive modules, bridging the gap between technical subject matter experts (SMEs) and end-users.
- **Visual Problem Solving:** Partnered with writers and strategists to simplify high-density information, significantly improving user engagement and retention metrics.

### Freelance Designer

*Motion & Graphic Designer*

Remote | Oct 2016 – Jun 2024

- **End-to-End Solutions:** Delivered custom 2D motion graphics and brand identities for corporate clients, aligning creative output with long-term strategic business goals.
- **Collaborative Design:** Partnered with instructional designers to storyboard and execute audience-focused video content for diverse industries.

## EDUCATION

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**University of North Carolina at Chapel Hill** | Chapel Hill, NC | August 2013 – May 2017

Bachelor of Science in Business Administration (BSBA), Double Major: Business Administration & Media and Journalism

## SKILLS

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**Leadership & Strategy:** Creative Direction, Art Direction, Brand Strategy, Design Systems, Process Optimization, Technical Mentorship, Cross-functional Leadership.

**Motion & Visual Design:** 2D Animation, Motion Graphics, Visual Storytelling, Information Design, Data Visualization, Storyboarding, UI/UX Animation, Illustration.

**Technical Tools:** Adobe Creative Suite (After Effects, Premiere Pro, Illustrator, Photoshop, InDesign), Figma, Rive, Articulate Rise, AI-assisted Workflows (Firefly, Synthesia, ElevenLabs).