




EMILY HARDY



e-commerce and post-production professional -

CONTACT

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Louisville, KY 

EDUCATION

Indiana University Southeast

BA in Journalism and Media

Minor in Graphic Design

June 2016 - August 2020

SKILLSET

Adobe Creative Suite

Product photography retouch

Editorial retouch

Post-Production problem solving

Quality control

Metadata and macros application

Style guide and process creation

Data management systems

Project management

Vendor and brand partnership

WORK EXPERIENCE

Zappos.com | Imaging Lead

- Manages a team responsible for all product listing imagery on Zappos.com; overseeing processes, efficiencies and quality control
- Creates style guides and retouch standards per product type
- Processes both editorial and product images with metadata tagging and using nuanced retouch methods within Photoshop and Lightroom
- Uses back-end site management programs and data management programs to catalogue and archive
- Leads editorial retouch direction for marketing collabs and brand partnerships
- Owns and manages metric driven projects to reduce studio time to site, reporting on KPIs in Weekly Business Reviews
- Partners with external brands to retrieve assets for use on site as needed as lead of the Vendor Imagery Program

August 2020 - Present

Today's Media | Graphic Design Intern

- Designed magazine spreads in InDesign cohesive with brand and overall direction of monthly edition
- Created advertisements for brand sponsors
- Wrote and copy-wrote for articles
- Ran the publication of Wordpress site

April 2019 - January 2020

The Horizon | Design Editor

- Managed a team of designers overseeing creative direction and delegated designs following strict deadlines
- Designed tabloid spreads, ads and cover designs following brand standards in InDesign

August 2019 - May 2020



Top 50 E-Commerce Professionals of 2025
Zappos Hackathon Winner 2024