

hi there, I'm emily!

I'm a Cleveland born-and-raised designer specializing in both digital social media design and event stationery.

I graduated from the University of Dayton in 2015 with a BFA in Visual Communication Design and moved back home to Cleveland where I worked in a small advertising agency on clients like Great Lakes Brewing, University Hospitals, Cleveland Botanical Gardens & more.

For the last 6 years I've been leading a design team at Nestlé USA's in-house creative agency, The LEAD, where I work on some of the world's largest CPG brands like Coffee mate, DiGiorno, Stouffer's, Nestlé Toll House and more.

I'm passionate about building, coaching and developing teams, creating and maintaining new processes and communicating with clients and leadership alike.

Outside of the office, I design custom wedding and event stationery for couples and families all over the country.

emilygodbey.com →

@emilygodbeydesign >



here's what i've been up to

Digital Design Director

Nestlé USA · July 2017-Present

I manage a team of graphic designers that produce best-in-class digital content across platforms for 30+ CPG brands. I also provide creative direction on layout, typography and design thinking across website, digital and print media.

From 2020–2021, I led the design and content for a massive overhaul of all brand websites where we migrated from 30+ unique sites to a cohesive system of brands under a master domain.

Interactive Art Director

Brokaw, Inc. • August 2015-July 2017

I was responsible for both print and digital design work as well as basic html5 banner animation and maintaining website content in a CMS using code.

Designer

Emily Godbey Design • Always-on! (time permitting)

I design wedding stationery in my free time for family, friends and sometimes strangers!



brands I've worked on by category

Food & Beverage

Abuelita, Acqua Panna, Carnation, Cayman Jack, Chameleon Cold Brew, Coffee mate, California Pizza Kitchen, DiGiorno, Drumstick, El Mejor Nido, Essentia, Great Lakes Brewing Co., Häagen-Dazs, Hot Pockets, Jack's, La Lechera, Lean Cuisine, Life Cuisine, Libby's Pumpkin, Maggi, Media Crema, Milo, Natural Bliss, Nature's Bounty, Nescafé, Nesquik, Nestlé Toll House, Nido, Outshine, Perrier, San Pellegrino, Sbarro, Starbucks at Home, Stouffer's, Sweet Earth, Tombstone

Transportation

Greater Cleveland RTA, Jet Express

Medical

University Hospitals, Philips

Hospitality & Entertainment

Cleveland Botanical Garden, Hilton, Holden Arboretum

Retail

GE, RIDGID





















skills & qualifications

Software & programs

 Adobe Creative Suite including Photoshop, Illustrator, InDesign & Lightroom, Figma, Microsoft Office & Teams, Basecamp

Qualifications

- 8+ years working in both creative agencies and corporate in-house teams primarily in the CPG digital space
- Comfortable providing creative direction, design oversight and coaching on career progression to junior-level designers
- Deep understanding of the principles of design: color theory, unity, typography, contrast, balance, proportion, negative space, shape language, product placement and more
- Exceptional project and time management skills, including the ability to lead multiple initiatives and juggle many different projects for multiple brands at once
- Basic knowledge of WCAG 2.1 AA compliance

Other skills & focus areas

- Extremely organized and systems oriented: I'm constantly trying to re-organize chaos and make streamlined working systems for myself and fellow designers.
- Relationship nurturer: I'm comfortable communicating to and maintaining client relationships. I love the opportunity of face time with my clients for structured feedback and demonstration of design decisions.
- Systems Thinker: I'm passionate about maintaining a consistent voice and style across the entire brand ecosystem. Building and maintaining creative asset libraries and overseeing that consistency is a passion point for me.
- My favorite areas of design: photo retouching, typography, layout, packaging, POS, website design and social media asset design including a robust knowledge of format requirements across Meta, Pinterest, X, YouTube and more.
- Team-building: I love being a people leader and having the opportunity to provide my direct reports with career coaching, helping them problem solve and lean into challenges that help them up-skill and advance their careers within the creative field.

awards & honors

2023 Silver Addy Award

Social Media, Single Execution AAF Cleveland

Natural Bliss Blissful Rooms

2019 Gold, Silver Addy Award

Social Media, Single Execution AAF Cleveland

DiGiorno Talking Pin

2017 Silver Addy Award

Brand Identity/Logo Design

AAF Cleveland

Holden Forests & Gardens

2015 Mary Ann Dunsky Award

University of Dayton
Department of Art & Design

Presented to one graduating senior in the Department of Art + Design on the basis of excellence in his/her area of concentration and for contributions of service to the Department and the University.

2015 Outstanding Senior Award

University of Dayton
Department of Art & Design

Presented to graduating seniors in the Department of Art and Design who demonstrate excellence in their design work and work ethic.

2015 Hermes Awards Judges Choice Winner

Catalogue for Imprints and Impressions, Milestones in Human Progress

Chosen as one of the top four pieces in the competition by judges.

2015 Hermes Awards Bronze Addy

Self-Promotion Collateral

Recognizing excellence in advertising for the student work category of collateral material.



now for the fun stuff!

PORTFOLIO • UPDATED OCT 2023

innovation product concepts

Packaging Design

Nestlé USA • Essentia Water

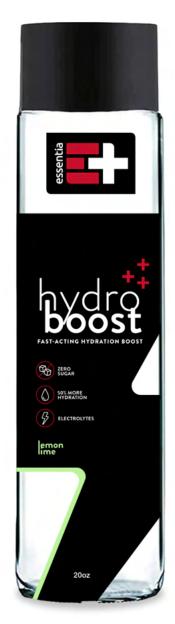
Essentia needed to bring a new product to market in order to win more shelf space in-store.

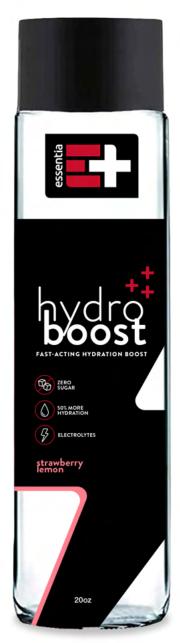
I was tasked with designing concepts for many new potential products for consumer testing.



















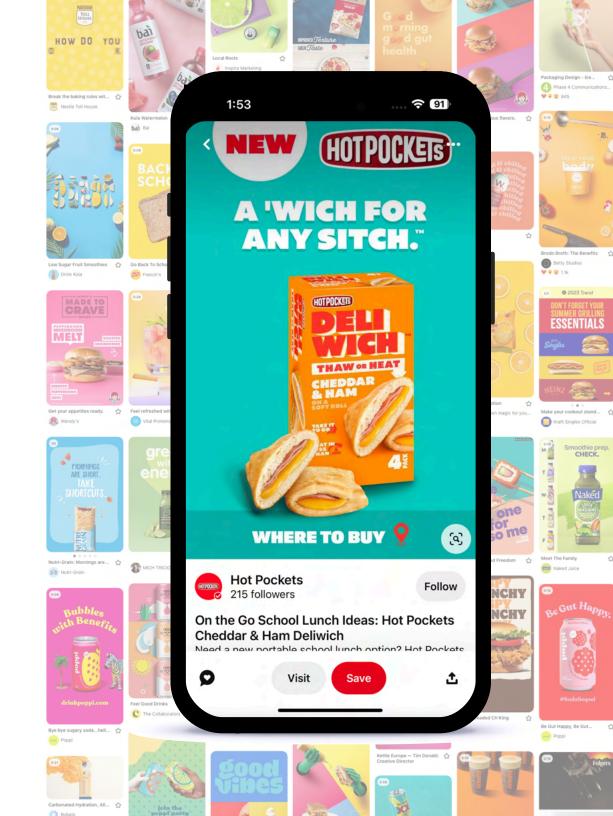


Pinterest Static Pins

Social Media Design

Nestlé USA · Hot Pockets, Stouffer's

I design across all major social platforms, but these are just a few pins for 2 brands recently completed.



















Trade Show Booths

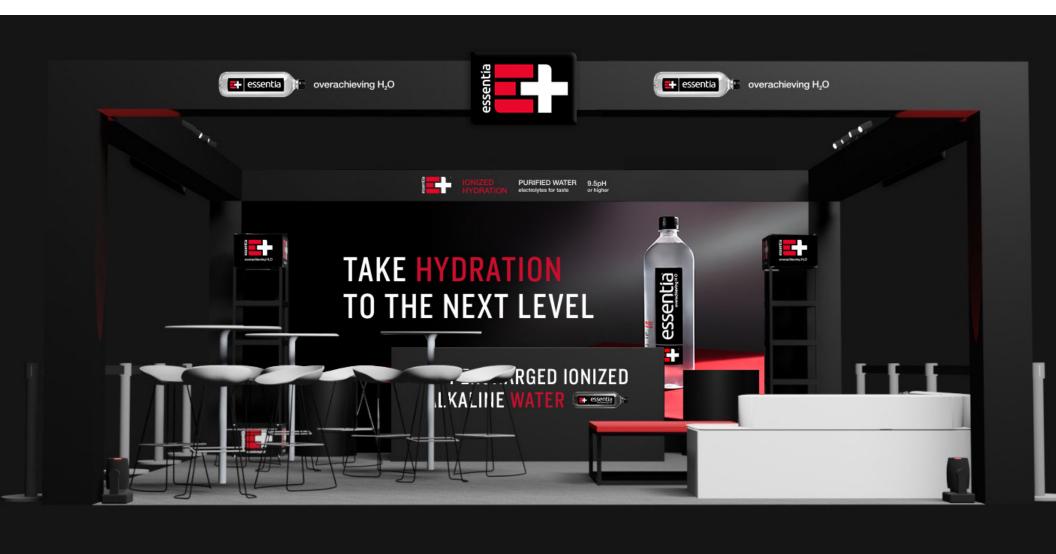
Experiential Design

Nestlé USA • Essentia Water

Essentia needed updated booth designs for their appearances at trade shows NACS & MIDA.

The designs of these booths played critical roles in helping the brand conduct a dynamic scan of global strategic industry issues and sharing insights across countries.







Multi-Brand Emails

Digital/CRM

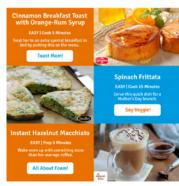
Nestlé USA

A small collection of the hundreds of email designs I worked on for NUSA brands.

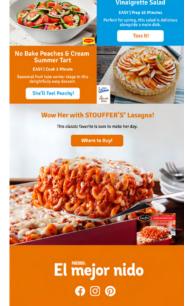
Across 20 active brands sending marketing emails, 2023 has seen over 41M campaign emails delivered to consumers to date. Across these 20 brands, overall subscribers jumped 0.6% MoM, with all brands seeing a net increase in those receiving emails.





















Nestle NIDO Forticada

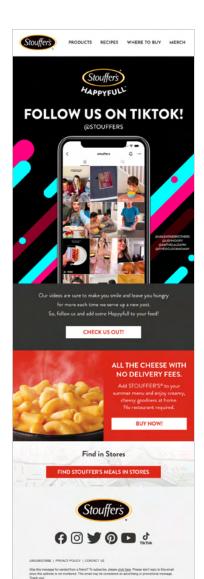
specially formulated for children

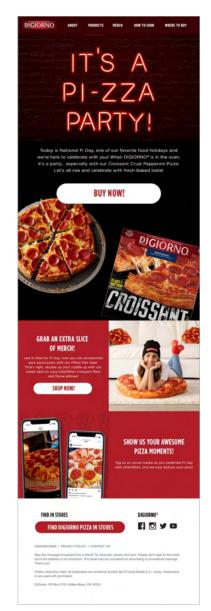


Beverage it contains the same 14 essential vitamins and mine that help support healthy growth and development including vitamins A & C, iron



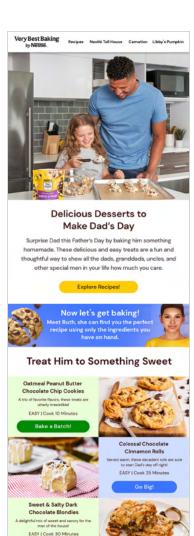


















EASY | Cook 28 Minutes Make Dad Melt!

Making Life Sweeter



















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Summer Out-of-Home

Out-of-Home Design

Nestlé USA • Essentia Water

A collection of OOH placements across NYC, LA and The Hamptons for Essentia Water's Summer influencer campaign launch featuring Millie Bobby Brown and Patrick Mahomes.





















Point of Sale

POS Design

Nestlé USA • Essentia Water

A full suite of POS items including cooler clings, racks, danglers, palette wraps, dealer loaders and more.





BASE WRAP









DANGLER

VIOLATOR





TASTE THE DIFFERENCE. FEEL THE HYDRATION. 99.9% pure, with a clean smooth taste

SELL SHEET









COOLER CLING



COOLER TOPPER



FULL DISPLAY



ICE CREAM COOLER RACK







PUSH/PULLS













additional work samples

PORTFOLIO • UPDATED NOV 2023

branding & guidelines

Identity System

Brokaw, Inc. • Holden Forests & Gardens

Holden Arboretum and Cleveland Botanical Garden came together under a new master brand and needed an identity refresh along with the new masterbrand identity including logo, guidelines, and website.

The new look encompasses the breadth of what they do — from horticulture to conservation — where they grow plants, from urban centers to home gardens to parks to natural forests.









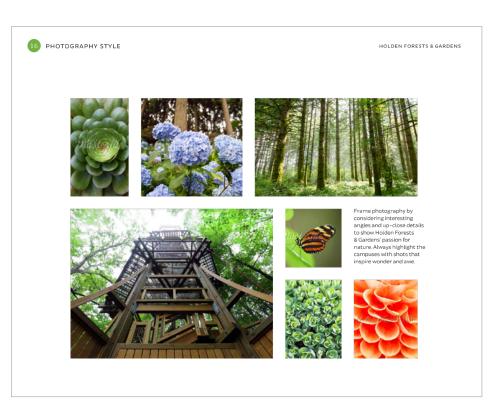












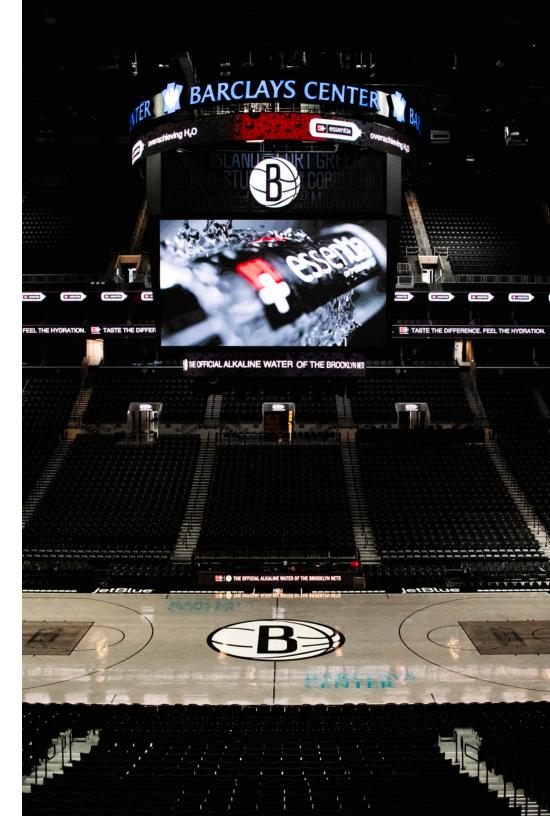
barclays center takeover

Experiential, Social, Digital, & More

Nestlé USA • Essentia Water

A huge undertaking in 2023! My team was tasked to deliver creative supporting the Essentia Water x Brooklyn Nets partnership.

The activation came to life in-arena, in-store, on social, web, email, OOH, POS and more. I designed all static deliverables of the partnership and was the lead designer during the concepting of the overall look & feel.



player arrival path exploration

























in-store POS



social







web





email



• • • •

logo collection

Branding & Identity

Multiple Brands

A collection of logos I've developed over the years.



























lexi marshall NUTRITION & MINDSET COACH





accepted student packet

Print Design

University of Dayton

A printed packet for newly accepted students introducing them to the university.





The habits we practice fo

around them. Where we pracleadership through service.

unity living can cha















the nine

Branding & Identity

Dayton, Ohio

The city of Dayton, Ohio wanted to strengthen the community through strategic economic and community development.

This was my design system for a stretch of nine blocks in downtown Dayton that would create a beautifully branded destination to live and work in.

The deliverables included a logo and type system, map and way finding, street signage, a set of icons, a manifesto booklet and an app design.



























GOOD EATS



THE FLYING PIZZA

Hand-tossed artisan pizzas, classic, unique pastas and salads, fresh, seasonally inspired ingredients, hand-shaken cocktails, premium wines and craft beers.



UNO PIZZERIA AND GRILL

Delivering big, bold flavors, rich, rewarding experiences and, of course, unbelievably delicious pizza and other craveable menu creations you won't find



MELT BAR AND GRILLED

Providing gourmet grilled cheese sandwiches and as many beers as possible in a cool and comfortable environment. No bar food. No boring choices on tap. And something for everyone: it's Dayton-friendly, slightly kitschy, and memorable. It's relaxing, energetic, and fun.

OLIVE, AN URBAN DIVE

Located in the former Wympee restaurant building at East Third and Wayne Avenue, Olive will serve dishes such as seafood bouillabaisse, jambalaya, shrimp boil, fried green tomato sandwich, black and bleu burger, and a vegan and gluten-free entrée from 5 p.m. to 9 p.m. each Wednesday. The menu changes frequently.

WHO'LL DELIVER HERE

A café in the lobby of the corporate office for Who'll Deliver Here. Featuring the freshest ingredients in Dayton that can also be purchased from the grocery delivery service, this café highlights fresh, local produce and artisan breads.

For a hearty taste of the South, there's no place like Gilly's. Located on our own indoor version of Bourbon Street, lively N'awlins atmosphere only adds to the finger-licking flavor of every heartfelt dish. Featuring live music every day, Gilly's kitchen produces culinary classics like Muffuleta and Gumbo.

VIEW 162 AT THE CROWNE PLAZA

At our own View 162 restaurant, you can enjoy a delicious meal without ever leaving the hotel. Start your day with a hearty breakfast, relax for a quiet lunch or enjoy a memorable dinner at our exclusive rooftop restaurant that offers expansive views of downtown. And, if work or play has you too tired to go out, we're happy to serve you in the comfort and privacy of your room.

SERENDIPITY BISTRO

At Serendipity we celebrate life's greatest victory: waking up. If you woke up this morning (or maybe this afternoon) come on in and reward yourself with something sweet. Enjoy great food, sparkling conversation and find your new favorite wine.

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