



Emily Khoo

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WORK EXPERIENCE

Troupe

New York, NY

Product Designer

Jul 2021 – Present

- Conducted weekly user interviews, driving ongoing improvements for Troupe
- Collaborated cross-functionally with Product and Engineering teams to develop and refine mobile features
- Facilitated internal design feedback sessions
- Partnered with Marketing to design brand-aligned social assets
- Overhauled Troupe's brand identity and optimized the overall design system
- Made key contributions to the launch of two AI search & discovery tools: Troupie & Clio
- Executed user research, testing, and addressed customer inquiries

The New York Public Library

New York, NY

Senior Designer

Nov 2016 – Jul 2021

- Served as creative lead on a multitude of large-scale projects
- Designed the Library's print, environmental, and digital materials (building banners, vitrines, magazines, and email/social assets)
- Provided art direction and execute key design proposals from concept to production
- Communicated and collaborate cross-functionally with various departments, teams, and outside vendors
- Developed illustrations, icons and typographic designs as well as create storyboards for motion projects.

Alvin Ailey American Dance Theater

New York, NY

Art Director

(Mar 2014 – Nov 2016)

In-house Designer

(Aug 2012 – Mar 2014)

- Designed company's print, outdoor, and digital marketing materials
- Served as creative liaison for all departments within company
- Supervised design interns and freelance designers
- Provided art direction and executed all design projects from concept to production
- Corresponded with print vendors through production of all materials
- Retouched all photos used for marketing, development, and press purposes
- Collaborated and sustained relationships with all company departments
- Assisted in directing photo shoots
- Promoted to Art Director after two years

Atlanta Ballet

Atlanta, GA

Lead Designer

Jul 2010 – Aug 2012

- Developed Atlanta Ballet's visual identity during the company's rebranding
- Restructured and managed all creative projects and policies
- Executed all print and digital marketing collateral for both Atlanta Ballet and their Centre for Dance Education
- Played a key role in directing photo shoots
- Oversaw all design projects from concept to print
- Communicated with print vendors through production of all materials
- Retouched all photos used in marketing and press materials

EDUCATION

DesignLab

Certificate in UX Design
2020–2021

Savannah College of Art and Design

Atlanta, GA
B.F.A. Graphic Design

SOFTWARE KNOWLEDGE

Figma	HTML/ CSS	FullStory
Webflow	Photoshop	InDesign
AfterEffects	AfterEffects	Invision
Illustrator	Miro	Jira
UserTesting		