

EMILY MOCHEL

GRAPHIC DESIGNER

EXPERIENCE

NJ TRANSIT – NEWARK, NJ

Principal Graphic Designer
Senior Graphic Designer

August 2025 to Current
June 2022 to August 2025

- Developed high-impact visual assets for seasonal digital and print marketing campaigns, ensuring brand and messaging consistency across all channels
- Created award winning bus wraps for DEI initiatives and marketing campaigns working with both internal and external stakeholders
- Created award winning Anti-Human Trafficking campaign in both English and Spanish that lead to over 70 million impressions
- Coordinated with vendors and printers to support design and production of print and promotional items
- Supported the marketing and communications team with NJTRANSIT FIFA World Cup 2026 branding, collateral, and promotional items for internal and system-wide communications
- Facilitated the marketing team adaptation of Monday.com and training for more than 20 teammates
- Supported the marketing department in increasing ridership

ON CAMPUS MARKETING (OCM) - EWING, NJ

Graphic Designer

March 2021 to June 2022

- Redesigned company brand for younger, fresher feel
- Collaborated with digital marketing team to exceed yearly sales goal
- Designed visuals for web, email, social media, and print executions
- Created marketing material for distribution on college campuses
- Photo retouching and product imagery creation for website

WESTGROUPE – MONTREAL, QC

Graphic Designer

June 2018 to March 2021

- Produced branded promotional material for POP displays
- Prepared unique print material for branded advertisements
- Created branded promotional materials and giveaways
- Branded & launched campaign for millennial targeted eyewear line
- Supported in designing and producing branded lookbooks & videos
- Designed yearly coloring books to promote children's eyewear line
- Created graphics and laid out imagery for social media
- Designed shareable infographics for educational eyewear blog
- Curated & maintained relevant content for company website

TURA – NEW YORK, NY

Social Media & Graphic Design Associate

June 2017 to May 2018

- Planned, designed, and executed branded social media
- Lead art direction in product photoshoots
- Created visuals & giveaways for and, assisted running of trade shows
- Designed packaging and graphics for licensed brands

CONTACT

Emmymochs@gmail.com

+1 (609) 206-1409

www.emmymochs.com

Woodbridge, NJ

Willing to Relocate

EDUCATION

GEORGIAN COURT UNIVERSITY 2025

School of Business & Digital Media

M.S. Integrated Marketing Communications

SETON HALL UNIVERSITY 2018

College of Communications & The Arts

B.A. Art, Design, & Interactive Multimedia

SKILLS

Adobe Creative Suite

- Illustrator
- Photoshop
- InDesign
- AfterEffects

Accessible Design

HootSuite Certification

Large Format Printing

Office 360 Suite

Google Analytics Certification

AWARDS

2025 USDOT's Combating Human Trafficking in Transportation Award

2024 NJ Ad Club First Place Vehicle Wrap

2023 NJ Ad Club First Place Vehicle Wrap