

Where Can UVic English Take You? An Interview with Emma Fanning (BA 2017)

What is your job?

I own a sustainable graphic design business called Little Fox Design. Little Fox is a carbon-neutral sustainable graphic design and branding studio that focuses on helping businesses navigate branding, packaging, and website design while minimizing their environmental impact. We work primarily with sustainable businesses to translate their sustainable commitments through their visuals and packaging.



Emma Fanning

What led you to create your own business in graphic design?

After working as an in-house designer for several years, I felt I wanted to have more of a positive impact on the planet through sustainability. As climate crisis is an ever-looming problem the world has to face, I wanted the design work I did to be low-impact and meaningful. By starting my own business, this allowed me the opportunity to explore and research sustainable graphic design and integrate it into our work with clients directly.

What does a typical professional day look like for you?

It can vary day-by-day but usually there are a few Google Meet video calls with clients to check-in or progress with their clients, catching up on an ever-full email inbox and working inside Adobe Illustrator and InDesign to create designs for our clients. I also make time for a walk every day to have some time away from work. My ideal day means I start work early in the morning and close up by 3-4pm allowing time for hobbies, cooking a nice dinner and snuggling my cat.

What's your favourite part of your work?

My favourite part is definitely the opportunity to work with really cool businesses creating amazing products. In the last year, we've had the opportunity to work with a lot of alternative protein and meat companies. It's fascinating to learn about the amazing sustainable innovations happening in the food industry and to be behind-the-scenes working with the next generation of food. One of our clients even has a plant-based fish-alternative made from fungi. I can't wait to try it when it gets to the market.

How did UVic English help prepare you for this work?

The most valuable lesson I learned from my UVic English degree was the ability to research. Many of our clients are coming to us for complicated, technical sustainable analyses of packaging materials and sustainability practices. The long papers I had to research and write in my upper-year English courses and Professional Communications courses were invaluable for teaching me how to research and effectively vet sources. The Professional Communications courses were extremely influential in helping communicate my research effectively to clients as well.