



## Chamber Business Profile

### **Empie Print & Design**

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When local business owners need a website that reflects who they are or print materials that feel purposeful, they often find their way to a small office in downtown Oskaloosa where president and designer Jeremy Empie brings those visions to life using a computer he controls with a device he calls his hat, a tool that helps him overcome the limitations of cerebral palsy and deliver professional web and print solutions that stand out in the marketplace.

Empie Print & Design started as a one-man web design service and has grown into a full-service creative shop offering websites, printed materials such as greeting cards, business cards, brochures, flyers, and branding support for clients throughout southeast Iowa and beyond. Empie said his work is grounded in listening first and translating clients' goals into digital and tangible products that help them communicate clearly with their customers.

"My focus is to create designs that fit what the client wants and that match their identity," Empie said. "It's not about the bells and whistles. It's about the right design for the right purpose."

That attention to detail shows up in every project he takes on, from brochure layouts to business cards and custom websites. Clients consistently note the clarity and professionalism in his work, and Empie credits that to a disciplined approach rooted in problem-solving and careful planning.

Before opening his business in Oskaloosa, Empie gained experience working as a web designer for a youth outreach organization in Florida. That experience sharpened his technical skills and shaped his approach to client collaboration and service.

Empie's move to Iowa came after his wife introduced him to the community. "She took me here before we married," he said. "I fell in love with the town." That sense of connection matters to him, and he works to ensure local businesses are heard and well represented in their branding and online presence.

Empie brings a thoughtful mindset to accessibility in design, ensuring that websites are easy for customers to navigate and effective at meeting business goals. He said simplicity and usability often make the difference between a good website and an effective one.

His work process requires patience and precision. Born with cerebral palsy, Empie is unable to use his hands fully. Instead, he operates his computer through a head-controlled interface, a method that requires concentration and care. "I do everything with what I call my hat," he said. "It takes time, but it lets me build it the right way."

Empie said he enjoys the moment when a client first sees their finished product. “Seeing how happy they are when we complete a job is the best part,” he said.

Beyond client work, Empie is active in the local business community. He serves as a chamber diplomat, participates with local boards, and stays engaged with community organizations. That involvement, he said, enriches both his professional and personal life.

“I want to help this community be the best it can be,” Empie said. His work isn’t just about design. It’s about enhancing the voice and presence of the businesses that make Oskaloosa thrive.

As Empie Print & Design continues to serve the region with web and print projects, the business remains rooted in thoughtful execution, clear communication, and a deep connection to the community’s success. For Empie, every website launched and every brochure printed is another way to help local businesses tell their story.

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