stephaniegoodwin
graphic designer + exceptional knot untangler

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Objective

Creative Director with an all-inclusive background on multi-disciplinary design. Provides over 10 years of industry expertise in print, and digital product design to effectively lead and transform creative teams. Provides a hands-on approach by designing products across various industries, that consistently tie in the idea of beautiful and functional. Seeking a director position with an ambitious and positive company to lead their design and front-end development teams from brainstorm, to pitch, to execution, to launch.

Skills

Software skills:

Sketch, Figma, InVision, Zeplin, Illustrator, Photoshop, InDesign, Premier Pro, After Effects, Blender, Google Suite, HTML5, CSS3

Expertise:

→ Build and lead design and development teams
→ Leading brainstorm sessions
→ Concept pitching
→ Web app and product design on mobile and desktop
→ UX / UI Design
→ HTML and CSS front-end development
→ Marketing campaign design
→ Identity and brand design
→ Video graphics and editing
→ Animation
→ Email marketing
→ Packaging design and large-scale graphics
→ Print design
→ CMS platforms like Wordpress
→ Illustration

Awards

2011-2012 Future Leaders of Design Officer

2012 Design Brief Team runner-up

2012 Nagel Scholarship Recipient

Education

Metropolitan State University of Denver
Denver, CO
BFA with a concentration in
Communication Design
Graduated 2012
NASAD Accredited School

Experience

CCA Global Partners, LLC.
Creative Director
In-house, Remote // 2019 - 2021

Lead a team of visual designers, UX designers, and front-end developers to produce digital and print marketing materials for small businesses, and web applications that provide services to members of large organizations. Created and lead design pitches to organizations promote refined concepts. Ensure designs reflected the brand identity and company's mission. Designed applications using Figma and Sketch paired with Zeplin as a collab tool.

The Creative Fold
Creative Director
Agency, Remote // 2018 - 2019

Direct & manage contract designers, illustrators, copywriters to meet brands needs for Agency-focused creative business. Create marketing websites using CMS platforms. Assist in designing packaging and print-ready materials for products. Aid in designing and implementing client brand identity. Lead art reviews, revise presentations, approve/reject ideas, provide feedback to the team. Improve and maintain client relationship.

Fulton Works, LLC.
Graphic Design & UX/UI Designer
Agency, Chicago, IL // 2016 - 2018

Created the look and feel for marketing websites and product for both desktop and responsive platforms by determining layout, font color, font type, logos, etc. Follow design processes using sitemaps, wireframes and prototypes. Make strategic design and user-experience decisions related to core, and new, functions and features. Utilize basic CSS and HTML for client sites and newsletters. Develop client branding and creates business marketing collateral.

Freelance Designer
Graphic Design & UX/UI Designer
2011 - current

Design for multi-platform experiences for clients as well as packaging and brand design.