



STEFANIE CARSON

Art Director, Branding,
Design & Photography

CONTACT INFO:

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ART DIRECTOR | 2022 - PRESENT

Greater Phoenix Economic Council - Phoenix, AZ

- Oversee the art department by hiring, training, assigning, scheduling and mentoring interns and junior staff
- Establish brand standards for production, productivity and quality, while creating out-of-the-box designs in a fast-past, high-intensity environment
- Collaborate with research and business development teams in creating marketing collateral that aligns with team priorities and organization objectives to deliver record-breaking results

SR. GRAPHIC DESIGNER & PHOTOGRAPHER | 2015 - 2022

Greater Phoenix Economic Council - Phoenix, AZ

- Worked closely with cross-functional teams to provide support and strategies for corporate marketing projects
- Created print and digital assets including infographics, reports, social media assets, fact sheets, brochures, web graphics, pitch decks and event signage and decor
- Photographed staff portraits, events and stock images for use across print and digital assets in studio and on location

LEAD GRAPHIC DESIGNER | 2014 - 2015

SBM Management - Tempe, AZ

- Worked under the marketing manager to provide support and strategies for corporate marketing projects
- Managed multiple project deadlines simultaneously
- Worked with printers to ensure quality of printed materials

PROFILE

Recently, while painting a mural, tears began to fill my eyes as a realization came over me, I had done it — *I was living my childhood dream of becoming an artist!* I was born with an unquenchable thirst to create art and I bring that passion and drive to both my personal and professional endeavors. I'm looking to be part of a team of like-minded individuals that want to change the world through innovation and creativity, with an altruistic pursuit to leave this world better than we found it.

PROFESSIONAL SKILLS

Graphic Design:

- 17+ years experience
- Print, digital and web design

Photography:

- 10+ years experience
- Canon 5D Mark IV
- Focus on corporate lifestyle portraits, families, events, travel and weddings

Technical Proficiency:

- After Effects
- Excel
- Illustrator
- InDesign
- Lightroom
- Outlook
- Photoshop
- Premiere Pro
- Premiere Rush
- PowerPoint
- Salesforce
- SharePoint
- Slack
- Wix
- Word
- Wordpress
- Wrike
- Zoom

EDUCATION | 2002 - 2005

Commercial Art - Advertising Design

Orange Coast College
Costa Mesa, CA