

Stephanie Schmitt Design

www.StephanieSchmittDesign.net

stephanieschmitt@att.net

510.508.5045

Triad Retail Media

Digital Marketing Agency

4.2011–Present

Chiodo Art Development

Sculpture and Consumer Products Studio

10.2010–4.2011

Agent Silverfox

Brand Engagement Agency

09.2010

JanSport

Outdoor Gear Company

06.2010 & 09.2010

Web Designer

- Collaborated closely with Content, Marketing, and Engineering teams to deliver optimum customer experience of **Walmart.com**'s In Stores Now section
- Consulted with Creative Director to ensure designs were consistent with client's expectations, creative briefs, and style guides
- Created design specifications and wireframes for developers and prepared artwork for build
- Built webpage modules in Photoshop, coded them in HTML, and uploaded and programmed them into the CMS
- Worked closely with Project Managers to meet tight production schedules and deadlines
- Worked within Walmart.com's established brand systems and visual language to create innovative solutions that met business and user needs
- Designed creative decks (in InDesign) to articulate design solutions to client
- Assisted and supported Flash developers and engineers with simple Flash and / or HTML builds, such as Flash banners, HTML newsletters, etc.
- Onboarded and trained freelancers in production processes and tools
- Created production training resources and templates

Web and Marketing Designer (Freelance)

- Redeveloped company website by researching users' goals, reorganizing information using ID/UX best practices, and coding into a Joomla CMS
- Developed B2C marketing campaigns for new product lines: researched the consumer market, wrote sales copy, designed email blasts and print brochures

Junior Web Designer (Freelance)

- Edited Flash banner ads, developed Facebook landing pages, and typeset mobile website for **24HourFitness.com**
- Coordinated the production of magazine print ads for **element14.com**

Production Artist for Marketing Department (Freelance)

- Edited and color corrected illustrations and photography for print and web
- Typeset product marketing brochures

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IPCentrics

Telemarketing and
Consumer Products
Company

03.2010–04.2010

PartyCity.com

Party Goods Company

07.2009–08.2009

CORE

Educational Consulting
Company

11.2002–10.2008

Learning Multi-Systems

Educational Software
Company

11.1998–05.2002

Web Developer (Freelance)

- Heuristically reviewed IPCentrics' websites and developed project timelines
- Collaborated with a web developer to create website templates
- Developed SEO project spreadsheets

Web Production Artist (Freelance)

- Photoshopped and color-corrected merchandise for **PartyCity.com**

Graphic Designer/Senior Production Coordinator

- Worked directly with Editorial and Marketing departments to create style guides and design specifications for products, packaging, and marketing
- Redesigned product line branding and identity
- Designed and coordinated visuals for annual conference, including posters, printed flyers, HTML emails, table signs, name tags, handouts, etc.
- Managed digital assets and maintained and archived files using version control conventions
- Formatted books, PowerPoint decks, marketing collateral, etc., using knowledge of design process; including page layout, type specification, image manipulation, photo retouching, and illustration

Multimedia Designer

- Designed user interfaces for educational software targeted to teenagers
- Conceived and executed print projects from design/concept phase to final publication
- Designed and implemented company website

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COMPUTER EXPERIENCE

Adobe Acrobat	CSS
Adobe Dreamweaver	jQuery Libraries
Adobe Fireworks	HTML
Adobe Flash	Microsoft Excel
Adobe Illustrator	Microsoft Outlook
Adobe InDesign	Microsoft PowerPoint
Adobe Photoshop	Microsoft Word
Basecamp	OmniGraffle Professional
Brightcove	XML
CMS (Ektron, Joomla)	

EDUCATION

University of Wisconsin at Madison

BFA in Art with concentrations in Painting and Graphic Design

San Francisco State University Extended Learning

Multimedia Studies Program classes in CSS, Information Design, and Photoshop

University of California Berkeley Extension

Attended classes in Advertising and Integrated Marketing Communication

REFERENCES

Available upon request