

STEPHANIE ZOLTON

GRAPHIC DESIGNER

CONTACT

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EDUCATION

COLLEGE DEGREE

Bachelor of Arts in Visual Communication Design
Kent State University

SKILLS

SOFTWARE

- Adobe Creative Suite including Acrobat, AfterEffects, Bridge, Fresco, Illustrator, InDesign, Lightroom and Photoshop
- CorelDRAW
- Microsoft Office

SPECIALTY

- Apparel and print design
- Brand identity, logo creation
- Typography
- Communication, building relationships
- Social media campaigns
- Production design
- Digital illustration

EXPERIENCE

IN-HOUSE GRAPHIC DESIGNER

The Sourcing Group/AG Print Promo Solutions, August 2022–Present

- Created designs for custom apparel, signs, brochures and other promotional items for high priority clients such as local healthcare facilities, colleges, and professional sports teams using Adobe
- Consulted with clients about their design requests that helped build and maintain relationships
- Followed the latest design trends and generated creative solutions for clients within their brand
- Used InDesign, Photoshop for photo retouching and collages, as well as designed badges, business cards, banners in proper format and prepared the files for print production
- Illustrated trendy and creative artwork solutions that increased sales and spread to other clients which increased more successful business
- Maintained an organized workflow, and emailed artwork and communicated with clients as needed
- Processed client orders and handled vendor relations to ensure clients received their order

GRAPHIC DESIGNER

University Tees, 2018–July 2022

- Researched, conceptualized and designed high-quality visual illustrations for clients using Illustrator, InDesign, Photoshop, significantly increasing company sales
- Adhered to print guidelines to create vector and raster format design files for screen print, embroidery, Direct to Garment Printing, tackle twill, and other promotional brand materials
- Utilized typography, color, and creative design principles to produce artwork and marketing materials for social media in a timely manner
- Stayed up-to-date with the latest design trends for Greek life and colleges
- Provided art consultations for a custom apparel experience and communicated the design process to clients, updated art revisions upon request
- Consulted with national colleges to maintain consistent brand standards on design requests
- Provided custom logo creation for promotional and personal use, navigated and maintained network drives and handling files
- Regularly worked in a team environment with art, sales, production and marketing to problem solve
- Preseparated art files in Photoshop and prepared art for print production
- Trained and provided guidance to new artists in an onboarding mentorship that focused on efficiency, personal development, creative tutorials, and file treatment

GRAPHIC DESIGNER

Gojo Industries, April 2019–August 2019

- Designed promotional material such as brochures, fliers and other print assets for advertising
- Participated in bi-weekly meetings to collaborate with the marketing department for discussions on creative assignments, and regular group workshop opportunities
- Provided custom logo designs and logo re-creation for clients in vector or raster format
- Updated artwork on digital and print production packaging and label materials for the company
- Navigated network drives, art creation, file-handling, proof review, and maintained an organized project workflow
- Used Adobe Illustrator, Acrobat, InDesign, Photoshop to work with commercial print processes

GRAPHIC DESIGNER

Quikey Manufacturing, Sept. 2017–Jan. 2018

- Used Adobe Illustrator and Photoshop to create high-quality art files for client orders
- Provided design updates, text changes, artwork mockups and logo recreation upon request
- Teamed up with production, marketing and other departments frequently to resolve artwork solutions as needed
- Exceeded customer expectations on a daily basis with error-free art files delivered on time

GRAPHIC DESIGN INTERNSHIP

Cleveland Metropolitan Bar Association, June 2016–Sept. 2016

- Designed several copies of the monthly Bar Journal magazine using Adobe Illustrator, Photoshop and InDesign
- Organized information, verified and proofread content, and created page designs for the annual Legal Directory
- Provided editor proofs for branding and created logos for multiple committees in the association
- Worked directly with marketing to create high-quality artwork solutions for different brand and advertising campaigns
- Created promotional material and infographics while following the organization's brand guidelines