

STEPHANIE ZOLTON

GRAPHIC DESIGNER

CONTACT

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WEBSITE

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EDUCATION

COLLEGE DEGREE

B.A. in Visual Communication Design
Kent State University, 2017

CERTIFICATE

Ohio State University Coding Bootcamp,
Summer 2024

SKILLS

SOFTWARE

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

SPECIALTY

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

EXPERIENCE

PUBLICATION + COMMUNICATION DESIGN SPECIALIST

Cleveland Institute of Art, April 2024–Present

- Design and produce several multi-page publications that help promote the college's events and materials for fundraising, including: a quarterly *Link* magazine, Community Impact Report and other creative needs, ensuring a cohesive layout and adherence to CIA's brand guide
- Created print collateral such as mailed invitations, exhibition brochures for Reinberger Gallery, indoor/outdoor signage for events around the building, and organized business card orders
- Develop digital graphics for email campaigns, website, social media, digital displays with monitor graphics for campus-wide viewing, and maps + charts for internal communications
- Manage vendor relationships with internal and external print providers, oversee file preparation, spec documentation, quote requests, and invoice processing
- Ensure brand consistency by creatively applying established visual identity guidelines across all campaign materials
- Demonstrate expertise in Adobe Creative Cloud, including InDesign, Photoshop, and Illustrator, and Microsoft Office and Google Workspace tools
- Take initiative in creative direction and problem solving, delivering strategic and cost-effective design solutions that align with communication goals
- Collaborate with the Cinematheque, Reinberger Gallery, and internally with Institutional Advancement for exhibition materials, Cinematheque calendar and donor invitations

IN-HOUSE GRAPHIC DESIGNER

The Sourcing Group/AG Print Promo Solutions, 2022–2023

- 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 generated fresh business and helped with client retention
- Maintained a daily organized workflow, spearheaded multiple creative projects from start to finish
- Processed client orders and handled vendor relations to ensure clients received their order on time

GRAPHIC DESIGNER

University Tees, 2018–2022

- 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 use, navigated network drives and handled 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 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