

# STEPHANIE ZOLTON

GRAPHIC DESIGNER

## CONTACT

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### WEBSITE

zoltondesign.com

## 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 fulfilling other creative needs including ensuring that there is a cohesive layout, the documents follow CIA's brand guide, and the files are print-ready
- 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 that are viewed all over campus and internal communication needs such as maps and charts
- 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 Cleveland 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