

STEPHANIE ZOLTON

GRAPHIC DESIGNER

CONTACT

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EDUCATION

COLLEGE DEGREE

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

CERTIFICATE

Full Stack Web Development Bootcamp,
The Ohio State University, 2024

SKILLS

SOFTWARE

- Adobe Creative Suite including Acrobat, AfterEffects, Bridge, Illustrator, Indesign, Lightroom, Photoshop and more
- CorelDRAW
- Microsoft Office and Google Workspace tools
- Visual Studio Code

SPECIALTY

- Apparel and print design
- Brand identity, logo creation
- Typography
- Digital illustration
- Communication and building relationships
- Social media campaigns
- Production design
- 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
- Create and manage production of print collateral such as mailed invitations, Reinberger Gallery exhibition brochures, event signage (indoor and outdoor), and faculty and staff business cards
- Develop digital assets for email campaigns, website content, social media, and campus-wide digital displays, including graphics, maps, and informational charts for internal communications
- Coordinate with internal and external print vendors, overseeing file preparation, specification documentation, quoting and invoice processing to ensure quality and cost efficiency
- Uphold and advance brand consistency by applying established visual identity guidelines creatively across all marketing and communication materials
- Demonstrate advanced proficiency in Adobe Creative Cloud (InDesign, Photoshop, Illustrator), along with Microsoft Office and Google Workspace tools
- Exercise initiative in creative direction and problem-solving, delivering strategic and cost-effective design solutions aligned with institutional communication goals
- Collaborate cross-departmentally with the Cinematheque, Reinberger Gallery, Institutional Advancement, and Enrollment Marketing to design cohesive materials such as exhibition campaigns, the Cinematheque calendar, digital monitor graphics, printed ticket promotions, donor mailings and event invitations

IN-HOUSE GRAPHIC DESIGNER

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

- Designed custom apparel, signage, brochures, and promotional materials for high-profile clients including healthcare organizations, colleges, and professional sports teams
- Collaborated directly with clients to develop creative concepts and deliver designs aligned with brand guidelines, fostering strong and lasting relationships
- Applied current design trends to produce innovative visual solutions that enhanced client engagement and satisfaction
- Utilized Adobe InDesign and Photoshop for layout design, photo retouching, and collage creation; produced badges, business cards and banners in print-ready formats
- Created original illustrations and artwork that contributed to increased sales, expanded client interest, and improved retention
- Managed client orders and coordinated with vendors to ensure the timely production and delivery of printed materials

GRAPHIC DESIGNER, ILLUSTRATOR

University Tees, 2018–2022

- Designed custom illustrations and apparel graphics that boosted company sales and supported client engagement
- Produced print-ready vector and raster files for screen printing, embroidery, and digital applications
- Applied strong typography, color, and layout principles to create impactful marketing and social media designs
- Stayed current with collegiate and Greek life design trends to deliver relevant, on-brand visuals
- Collaborated directly with clients on custom apparel designs, managing their feedback and revisions efficiently and effectively
- Ensured brand consistency across national college partnerships
- Recreated and organized logos and design assets for efficient production workflows
- Partnered with art, sales, and production teams to solve design challenges and streamline processes
- Trained and mentored new artists on creative standards and file preparation best practices

GRAPHIC DESIGN INTERNSHIP

Cleveland Metropolitan Bar Association, June 2016–Sep. 2016

- Designed multiple issues of the *Bar Journal* magazine using Adobe Illustrator, Photoshop and InDesign, contributing to the organization's professional publications
- Organized and formatted content, verified and proofread information, and developed page layouts for the annual *Legal Directory*
- Produced editor proofs, designed logos and supported branding initiatives for several committees within the CMBAA
- Collaborated with the marketing department to create high-quality artwork and visual solutions for advertising and brand campaigns
- Developed promotional materials and infographics in alignment with the organization's established brand guidelines