

STEFANI MARTIN

GRAPHIC DESIGNER & ILLUSTRATOR


CONTACT

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EDUCATION

2018 - 2021
B.S in Visual Communication: Art &
Graphic Design, Farmingdale State College
Farmingdale, NY

2016- 2018
A.A.S in Graphic Design, Suffolk County
Community College
Riverhead, NY

2014- 2016
A.S in Liberal Art And Science, Suffolk
County Community College
Riverhead, NY

KEY SKILLS

Creativity
Design Software Proficiency
Project management
Communication
Teamwork
Layout and Composition
Diversity and Inclusion

PROFILE

Graphic designer with a 10-year history in Illustration, Branding, Typography, Photography, Advertising, Publication, Marketing, and Social media. Expert in time management and problem-solving abilities. Expertise in creating new designs with esthetic appeal. Collaborates positively with peers and other staff members to promote a friendly, supportive, and cooperative work environment.

WORK EXPERIENCE

GRAPHIC DESIGNER | PARLUX | BELLPORT, NY
2018-Present

Collaboration with over 15 companies, including Walmart, Nordstrom Rack, and JC Penney. Gathered high-resolution perfume photographs for the company's inventory or product database, as well as for display on their website for each perfume they had requested/ordered. Each company may have specific requirements for image sizes, formats, resolutions, and file naming conventions. Saved the resized images in the appropriate format specified by each company (e.g., JPEG, PNG). Followed their recommended file naming conventions and organizational structure if applicable. Maintained organization: Keep track of the resized images, their associated specifications, and delivery status for each company. Created a systematic filing system and used project management tools to ensure efficient management of accounts and tasks.

Successfully designed ad campaigns for prestigious companies such as L'Oréal, Cacharel, Diesel, and Pink Sugar. Created visually beautiful and effective Fragrance ad concepts, as well as a vision boards for lifestyle photographs for their several perfume brands they own. Demonstrated exceptional project management skills, ensuring the art files were delivered on time.

GRAPHIC DESIGNER . FREELANCE . ISLIP, NY
2014-PRESENT

Collaborated with a diverse range of clients, including small businesses, startups, and individuals, to conceptualize and execute custom design projects. Developed visual identities, logos, and branding materials that effectively conveyed clients' unique brand personas.

- Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign)
- Strong understanding of design principles, typography, color theory, and layout composition
- Experience in creating visually engaging graphics, illustrations, and logos