

## CONTACT



1.760.889.1679



StephanieJadeDesigns@gmail.com



www.stephaniejadedesigns.com

## ABOUT ME

Passionate about design, branding, and creative direction, I thrive on every opportunity to express my creativity. Eager to tackle new challenges and continually expand my skills, I approach each project with enthusiasm and dedication. Now, I'm actively seeking a full-time role where I can apply my design expertise, collaborate with others, and contribute to a team and the growth of an organization.

Outside of work, I enjoy exploring the great outdoors, spending time with loved ones, and jamming out to some good music.

Currently relocating from Carlsbad, California to Lakewood, Colorado!

## SKILLS

Adobe Illustrator	Adobe InDesign
Adobe Photoshop	Adobe Lightroom
Adobe Premiere Pro	Brand Design
Creative Direction	Color Theory
Digital Production	Project Management
Photography	Print Production
Microsoft Office	Time Management
Typography	Videography

## ACHIEVEMENTS

### CORE VALUE RECOGNITION

Recognized company-wide for upholding and displaying a "One Team" attitude as a team player who is willing and open to help to the best of my ability.

## EDUCATION

### B.S. BUSINESS ADMINISTRATION - MARKETING

University of California, Riverside  
School of Business

# STEPHANIE REAVES

## GRAPHIC DESIGNER

### EXPERIENCE

- Present - February 2024  
**FREELANCE GRAPHIC DESIGNER**  
Stephanie Jade Designs  
Self-starter Graphic Designer specializing in all your asset creation, brand management and creative direction needs.
- February 2024 - December 2021  
**GRAPHIC DESIGNER**  
Rubio's Coastal Grill  
Lead in-house Graphic Designer responsible for asset creation and brand management and collaboration.
  - Collaborated with the marketing team and creative agency to develop and maintain a consistent brand identity across all platforms.
  - Give creative direction and feedback to freelancers.
  - Designed and updated brand guidelines and assets to ensure visual consistency.
  - Created visually appealing and user-friendly menus for our restaurants, considering both print and digital formats.
  - Worked closely with the culinary team to showcase menu items in an engaging manner.
  - Designed promotional materials such as flyers, posters, banners, and digital advertisements for special events, promotions, and seasonal offerings.
  - Ensured promotional materials adhere to brand guidelines and effectively communicate key messages.
  - Designed eye-catching graphics for social media platforms, website banners, emails, and digital signage.
  - Stayed up to date on current design trends and techniques to create visually compelling digital content.
  - Conceptualized and designed packaging for take-out orders, delivery services, and retail products.
  - Collaborated with suppliers to ensure packaging designs meet quality standards and brand requirements.
  - Created visually appealing collateral such as point-of-purchase pieces, swag, and signage for both internal and external use.
  - Maintained a library of design assets for easy access by the marketing and operations teams.
  - Assumed photography responsibilities within the company capturing high-quality images to complement design projects, including food and lifestyle photography.
  - Assisted in lifestyle photography as a model.
  - Extremely proficient in photo retouching.
- December 2021 - July 2021  
**FREELANCE GRAPHIC DESIGNER**  
Rubio's Coastal Grill  
- Responsible for designing and executing visually compelling and engaging emails based on creative briefs while adhering to brand guidelines.
- November 2021 - January 2021  
**GRAPHIC DESIGNER**  
Airspace  
- Took on the role of being the sole lead Graphic Designer and creative team for Airspace.
  - Successfully managed and coordinated graphic design projects from conception through completion into concrete designs for email marketing, promotional materials and sales collateral.
  - Created and supported consistent themes, logos and graphics throughout a full company rebrand, as well as assisted in the launch of a newly redesigned website.
- January 2021 - August 2019  
**GRAPHIC DESIGNER**  
Nortek Control  
- Designed collateral for Nortek's 16 unique brands.
  - Transitioned into the role of the main designer for the "Trusted by millions" home security & control brand, 2GIG, as well as the health & wellness brand, Numera.
  - Responsible for creating marketing materials consistently, including the production of displays, promotional content, branded swag, packaging, web graphics, email campaign graphics and print collateral.
- August 2019 - June 2018  
**GRAPHIC DESIGN INTERN**  
Nortek Control  
- Conceptualized and designed branded print and web collateral including sell sheets, flyers, ads, brochures, trade show graphics, promotional materials, website and email banners, as well as retouched photos and updated packaging.
- June 2018 - September 2017  
**FREELANCE GRAPHIC DESIGNER**  
Nortek Control  
- Responsible for reorganizing branded e-commerce websites, gathering product data and editing and creating documents, such as sell sheets.