

stephanieWELIK

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Qualification Profile:

Graphic designer with more than six years experience in marketing and print design. An effective team player with well-developed written and verbal communication skills. Proven ability to perform successfully in deadline-driven environments. A quick learner and forward thinker who is passionate about design and creative strategies.

Technical Proficiency:

Mac OS, Adobe Creative Suite 5 and all previous versions of Creative Suite: Illustrator, Photoshop, InDesign, Bridge, Acrobat, Dreamweaver, Quark, Microsoft Office (Word, Excel, Powerpoint, Entourage/Outlook)

Related Skills: Digital Photography, File Management, PO writing software, Web Design

Professional Experience:

In-House Design:

iParty Corp. Dedham, MA 2005-Present

Graphic Designer (2007-Present)

Successfully translated ideas and direction into concrete design for marketing materials, social media outlets, internal company projects and all in-store signage while promoting the company brand.

- Manage and fulfill all sign requests from both corporate level and store level.
- Responsible for designing all seasonal signage including the successful carnival themed Halloween 2009 campaign. Continued this theme as well as others into marketing materials such as eblasts and printed advertising.
- Designed ads promoting product and party ideas for Globe Direct, Valassis, Valumail, Valpak and other shared mail outlets which drove more traffic into the stores.
- Winner of the 2009 Corporate "Secret Sauce" Award, in recognition of being the key ingredient in helping the department achieve company goals.

Production Artist (2005-2007)

- Prepared and packaged files for press.
- Designed coupons, directional signage and fund-raising marketing materials.
- Created price point signs for seasonal, everyday and sale/clearance product.
- Drew and updated digital copies of store layouts as planograms changed seasonally.
- Created and streamlined a new system of sending all signage to the store level. This includes collating and packageing signs and hardware for individual store use.

Freelance Design:

Beantown Toys Boston, MA (2010)

Designed with in existing brand and created printed pieces such as product catalog, children's activity sheets, display header graphics and take-away brochures.

Seven Shades of Grey Boston, MA (2009-2010)

Designed a logo, drum head, and merchandise such as stickers, buttons and t-shirts for local Boston band.

Mottley's Comedy Club Boston, MA (2009)

Created a logo and brand identity for comedy club. Responsible for all interior and exterior signage as well as some promotional materials.

Delhill/Bigshot Humble Boston, MA (2005-2007)

Created a custom press kit including fact sheets and press pages for local Boston band. Also responsible for the design of two drum heads.

Boston Entertainment Group Boston, MA (2004-2006)

Created a logo and brand identity. Designed all internal materials such as business cards and letterhead as well as trade show materials, product guide and printed brochures.

The Comedy Lounge Hyannis, MA (2004)

Created a logo and brand identity. Designed promotional materials such as posters, rack cards and newspaper ads as well as interior signage.

Educational Background:

Hartford Art School at University of Hartford. West Hartford, CT
Bachelors of Fine Arts in Visual Communication Design (2004)

Attended HOW Design Conference in Boston, MA (2008)

*Additional Classes taken at: Montserrat College of Art,
Art Institute of Boston, Framingham State College*

Awards and Shows:

William Wondriska Visual Communication Award (May 2004)

Evidence of Design, Juried Senior Exhibit (May 2004)

Alexander A. Goldfarb Juried Student Exhibit (February 2004)