




STEPHANIE ACOSTA

GRAPHIC DESIGNER

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PROFILE

Collaborative and innovative professional with over 8 years experience in graphic design, branding & marketing, web design, video editing, and photo retouching. Specializing in developing digital marketing assets, brand identity, print collateral, packaging design, and project management.

EDUCATION

**B.A., Media Arts and Design,
Concentration in Graphic Design**
Jan 2011 to Mar 2015
Mt. Sierra College, Monrovia, CA
Awarded 2013 President's
Scholarship

EXPERTISE

- Brand Identity
- Web Design & Development
- Project Management
- UI / UX
- Digital Marketing
- Packaging Design
- Print Publication Design
- Retouching
- Video Editing
- Photography

TECHNICAL SKILLS

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe InDesign
- Adobe Premiere Pro
- Adobe After Effects
- HTML5, CSS & JavaScript
- Wordpress & Shopify
- Mailchimp

PROFESSIONAL EXPERIENCE

Leg Avenue - Lead Graphic Designer | April 2020 to Present

- Collaborate with marketing team to create assets for social media and website including website banners, email newsletters, flyers, catalogs and merchandise mockups.
- Designed original artwork for the mass production of costume & face mask product lines.
- Photo retouching for digital fabric alterations, background removals, color corrections, lighting, and graphics.
- Create infographics and provide product listing images for Groupon and Amazon A+ content.
- Oversee all packaging production from preparation to final print ready files, ensuring quality control and standards are in place for buyers & distributors.
- Lead communication with factories to supply images & print ready packaging files.
- Reviewed all packaging proofs and provided any corrections to factories overseas .
- Responsible for training & supervising new staff and managing project organization.
- Established new policies and procedures for file naming convention and management.
- Create print mockups packaging for new products and create new die lines.

Brighton Collectibles - Retoucher, Freelance | Feb 2018 to Present

- Retouch high volume of product images for e-commerce and print publication .
- Responsible for color correction and photo manipulation of lifestyle photography.

Mytex Home Fashions - Graphic Designer, Freelance | August 2019 to Present

- Manage the design and development of packaging and product branding for private and licensed brands in home furnishings sold in Ross, Home Goods and TJ Maxx.
- Create mock-ups for packaging concepts used for buyer presentations.
- Designed flyers and ads for trade publication.

Pepe's Towing Service - Graphic Designer, Freelance | Jan 2013 to Present

- Design branded content for marketing, communications, and website content.
- Create vehicle graphics, supply decal signage, and produce various print collateral.
- Drove a 50x increase in website traffic by developing an engaging new design.

BC Design Haus - Graphic Designer, Freelance | Apr 2015 to Mar 2016, Jan 2019 to Dec 2019

- Completed multidisciplinary projects for a leading graphic design and marketing firm.
- Drove a 100x increase in monthly site traffic in 2019 by redesigning Colorfully, BEHR blog site.
- Oversee web development projects by creating custom code and Wordpress themes, based on specific client briefs for high profile brands such as Lenny & Larry's.
- Provided art direction in conceptualizing and executing projects, developing content in accordance with client brand and campaign identity.
- Designed physical media including large format prints, product packaging, marketing collateral, and environmental designs, incorporating traditional illustration as needed.
- Created digital designs for websites and email blasts.