

# Stephanie Difrancisco

Graphic Designer | Los Angeles, CA

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## PROFILE

Versatile and forward-thinking graphic designer with a robust background encompassing over 10 years of expertise in graphic design, digital marketing, web design, branding, and photo retouching. Proven proficiency in developing high-impact digital marketing assets, shaping brand identities, producing standout print collateral, crafting innovative packaging designs, and adeptly managing end-to-end projects. A creative strategist committed to delivering visually compelling solutions that resonate with clients and elevate brand experiences.

## EDUCATION

**Mt. Sierra College**  
Monrovia, CA | 2011 - 2015

**B.A., Media Arts and Design, Concentration in Graphic Design**

## EMPLOYMENT

### Khy by Kylie Jenner

Hollywood, CA  
Aug 2023 - Present

### Senior Graphic Designer, Freelance

- Spearhead the development and maintenance of brand guidelines, visual style, design direction, and marketing collateral in close collaboration with the Design Manager.
- Drive the creation of cutting-edge and on-trend digital/e-commerce campaigns for desktop and mobile, overseeing site banners, landing pages, emails, and social assets to ensure a cohesive execution.
- Deliver impactful design support for a third-party development team to enhance UI/UX for the website.
- Work seamlessly with cross-functional teams, including creative leads, designers, copywriters, PR, and project managers, ensuring that all design solutions not only meet but exceed deadlines and objectives.

### Brady Brand

Culver City, CA  
Oct 2022 - Feb 2024

### Senior Graphic Designer

- Directed the creative evolution of all branded assets across web, email, and social media platforms.
- Demonstrated agility and efficiency under tight deadlines, consistently delivering top-tier design solutions.
- Formulated a distinctive packaging design identity and crafted mockups to bolster product innovation.
- Devised creative brand concepts and strategic plans for Brady's Amazon storefront, elevating its visual presence.
- Produced compelling assets for Amazon A+ content, enhancing the appeal of Brady's product listings.
- Maintained a comprehensive creative asset library, curating visuals, photography, and iconography.
- Conducted meticulous copy proofreading, ensuring cohesive brand visuals across all media channels.
- Executed high-level photo retouching for both campaign and product images, ensuring visual excellence.

### Fashion Nova

Vernon, CA  
July 2021 - Oct 2022

### Graphic Designer II

- Lead graphic design for Fashion Nova's NovaMen division, covering email marketing, ads, and website banners.
- Manage email campaigns in SailThru, ensuring consistent branding with high-quality visuals.
- Provide photo editing services, including retouching and manipulation.
- Mentor and cross-train staff in advanced design techniques, fostering skill development.
- Collaborate with copywriters and creative director to craft copy for emails and websites.

### Leg Avenue

City of Industry, CA  
Apr 2020 - July 2021

### Lead Graphic Designer

- Collaborated with marketing team to produce diverse assets for social media, website, and merchandise, including photo retouching, infographics, packaging, and product images for Groupon and Amazon.
- Oversaw end-to-end packaging production, maintaining high standards and communication with stakeholders, while managing project organization and implementing streamlined policies and procedures.

### BC Design Haus

Pasadena, CA  
Apr 2015 - Dec 2019

### Graphic Designer

- Lead and execute multidisciplinary projects for a top graphic design and marketing firm, including web development, art direction, and physical media design, ensuring alignment with client brand identity.
- Manage web development initiatives, specializing in custom code and WordPress theme creation.

## SKILLS

- Brand Identity
- Project Management
- Digital Marketing
- Packaging Design
- Presentation Decks
- Print Publication Design
- Photo Manipulation
- Image Enhancement
- Email Marketing
- UI/UX
- Web Design
- Web Development

## TECHNICAL PROFICIENCIES

- Adobe Photoshop
- Adobe Lightroom
- Adobe Illustrator
- Adobe After Effects
- Adobe InDesign
- Figma
- Shopify
- Wordpress
- Mailchimp
- SailThru
- HTML5
- CSS