

stephanie heinze

A motivated and intuitive team & project leader, hybrid creative design strategist, and innovative conceptualizer & creator — able to find and cultivate original design solutions to any challenge, big or small.

Art Director / Senior Graphic Designer | [Creativeshark Studio](#), Oceanside, CA | July 2003 – present

- + Delivered freelance creative excellence to 100+ clients, in 25 industries, over 25 years – consistently & on-time
- + Selected GuruShots digital feature [Dramatic Lighting](#) exhibition Almanaque Fotográfica, Mexico City June 2021
- + Featured Artist Metropolis Urban Winter Festival 2017, Featured Zynga DrawSomething2 digital artist 2013-2016
- + Exhibited DrawSomething2 Artist, [Studio of Living Art Gallery Exhibit](#), Salt Lake City, UT Jan 2014
- + Published editor & designer of [Ageless Living](#) written by Mony Vital, Ph.D. 2005
- Create digital UI/UX assets (websites, apps, infographics, icons, landing pgs, eblasts, banner ads, social media)
- Design creative content & collateral (brochures, catalogs, slick sheets, newsletters, invitations, menus)
- Generate marketing deliverables (ads, dm, flyers, inserts, forms, signage, interactive PPT, POP, merchandising)
- Write & edit creative content (web, proposals, social media, collateral, strategies, ebooks, articles, blogs, press)
- Edit & write technical materials (manuals, user guides, policies, procedures, contracts, datasheets, white papers)

Senior Graphic Designer | [Diversified Nano Solutions Corp.](#), Poway, CA | May 2012 – April 2020

- + Art Directed, designed & successfully launched a dozen multi-channel branding campaigns logo to tradeshow – ideation through completion (tradeshow booths, websites, PPT, catalogs, brochures, slicks, ads, eblasts, products)
- + Tripled ink revenue, leads and business development with winning proposals landing Canon, Epson, Ricoh, Xerox
- + Generated and converted 30% of web leads with strategic multi-channel product & digital marketing campaigns
- Designed & art directed multiple apps, UI/UX assets, mocks, wireframes for iOS, MacOS & Android devices
- Managed digital & email marketing campaigns (websites, eblasts, enews, banner ads, social media)
- Developed brands & identities (tradeshow booths, signage, brochures, flyers, logos, business cards, stationery)
- Created new product design collateral (mockups, packaging, catalogs, brochures, slicks, pop, presentations)
- Wrote & edited creative & technical content (websites, proposals, user guides, technical datasheets, press, ads)

Webmaster & Graphic Designer | [Phoenix Footwear Group](#), Carlsbad, CA | November 2006 – February 2008

- + Managed CMS for 5 retail ecommerce brand sites ([HS Trask](#), [Tommy Bahama](#), [Royal Robbins](#), [SoftWalk](#), [Trotters](#))
- + Doubled web leads, traffic & conversions with successful bi-weekly email blast, landing page & ad campaigns
- Developed web assets & content (product, brand & ecommerce images for websites, infographics, digital catalogs)
- Photographed & edited product shots (Fall 2007-2008 retail product lines for 2 ecommerce brands & look-books)
- Designed marketing collateral & deliverables (logos, catalogs, brochures, look-books, signage & booths)
- Wrote & edited web & print content (websites, eblasts, enews, landing pages, banner ads, print ads, flyers)

Graphic Designer & Marketing Coordinator | [SJVC](#), Visalia, CA | January 2002 – July 2003

- + Creative Directed cross-channel rebranding campaign at corporate and across 5 campuses, leading to 17 today
- + Increased leads by 50%, conversions by 40% and enrollment by 40% with *“Discover the Power in You”* campaign
- + Designed new & winning SJVC brand identity (logos, stationery, graphic standards manual, ads, brochures, flyers, posters, signage, booths, billboards, bus wraps, POP, merchandising, invitations, booklets)
- Art Directed full website redesign and 5 campus-wide photoshoots for collateral (design assets & write content)
- Developed print & digital marketing deliverables (weekly ads, direct mail, flyers, forms, email blasts, yearbook)
- Established & maintained vendor relations (quotes, print & press checks, direct mail, seo, analytics, data mining)

Art Director / Graphic Designer | [Stephdon Designs](#) | July 1997 – July 2003

- + Freelanced as art director, graphic designer & technical writer for various ad & pr agencies, printers & clients in Charlotte, NC 1997-1998, Salem, NH 1998-2001, Visalia, CA 2001-2003 ([KeyBank](#), [Hearst Corp.](#), [Buffalo Bills](#))
- + Featured cover story *A Taste of Marketing Success*, [Print Solutions Magazine](#), Feb. 2002 with client AR Sawyer
- Developed brands & corporate identities (logos, stationery, cards, presentation folders, signage, tradeshows)
- Designed collateral content & materials (magazines, brochures, catalogs, sales sheets, newsletters, invitations, flyers)
- Created marketing & presentation deliverables (ads, direct mail, inserts, menus, forms, merch, pop displays, PPT)
- Wrote & edited tech content (manuals, user guides, books, reports, white papers, procedures, templates, forms)

Marketing Coordinator & Graphic Designer, [IKON Office Solutions/Ricoh](#), Charlotte, NC | 1998

- + Developed & won 12 RFP/RFQ proposals & presentations in 6 months, landing new Fortune 500 clients
- Managed marketing & PR initiatives (RFP/RFQs, ads, databases, press, articles, publications, news, events)
- Created marketing & communication deliverables (presentations, newsletters, eblasts, ad campaigns)
- Designed multi-channel presentation collateral (brochures, flyers, sales sheets, ads, signage, interactive PPT)

Marketing & Business Development Coordinator, [Delaware North](#), Buffalo, NY | 1996 – 1997

- + Developed & managed over 75 winning RFP/RFQ projects & proposals in 12 months, landing Fortune 500 clients for 4 business units DNC, Delaware North Parks, Sportservice, CA One Services ([Yosemite](#), [Disney](#), [MLB](#), [NFL](#), [NHL](#))
- Managed, trained & mentored marketing assistants and interns (production, printing, copying, proposal assembly)
- Designed & generated marketing deliverables (proposals, PPT, news, brochures, ads, menus, invitations, logos)
- Art Directed full site redesign ([yosemitepark.com](#)) for Delaware North Parks Services, a division of Delaware North



Taking a byte out of design!

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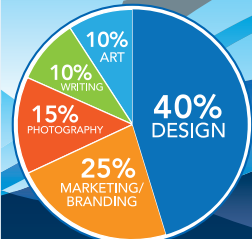
#ideation #concepts
#projectmanagement
#creativetirection
#artdirection
#marketing
#branding
#graphicdesign
#webdesign
#productdesign
#logodesign
#illustration
#packagingdesign
#uidesign/uxdesign
#wireframing
#websitedesign
#webdevelopment
#proposals
#presentations
#tradeshows
#digitalmarketing
#emailmarketing
#internetmarketing
#ecommerce
#socialmedia
#technicalwriting
#creativewriting
#copyediting
#editing
#photography
#postproduction
#digitalpainting

TOOLS

#adobecc
#adobexd
#dreamweaver
#figma #sketch
#quarkxpress
#mac/pc
#html5/xhtml
#css #php
#wordpress
#msoffice
#powerpoint
#procreate
#corelpainter
#asana

SKILLS

WORKFLOW



PROFICIENCY



EDUCATION

Graphic Communication: Emphasis in Management - AS Degree - 3.97 GPA
2010 - 2021 Palomar College, CA

*Internet - Emphasis Graphic Comm.
Certificate of Achievement

*Internet Publisher, *Web Database Design,
*eCommerce Design & *Web Graphics
Certificates of Proficiency

Design & Communication Studies - BA
1990 - 1991 Northeastern University, MA

Desktop Publishing/Art - AS Degree
1989 Hilbert College, NY