

{STEPHANIE WELIK ROMKEY

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508.320.2644
www.stefwelik.com

Qualification Profile

Graphic design specialist with more than 13 years experience in marketing and print design. An effective team player with well-developed written and verbal communication skills. A quick learner and out-of-the-box thinker who is passionate about design and creative strategies. Proven ability to perform successfully in deadline-driven environments.

Technical Proficiency

Mac OS, Adobe Creative Suite 6 and all previous versions of Creative Suite, Illustrator, Photoshop, InDesign, Bridge, Acrobat, Dreamweaver, Quark, Barcode Pro, Basic HTML & CSS, Microsoft Office (Word, Excel, Powerpoint, Entourage/Outlook)

Related Skills:
Digital Photography, File Management, Microsoft Dynamics PO writing, Screen Printing, Web Design & Content Management, Blogging, Social Media

Professional Experience

Amscan Inc. Elmsford, NY (January 2014-Present)

Provide creative support to the New Business Development team from concept through production. Vehicles include catalogs, sales sheets, custom products, trade show materials, planograms and mockup products.

Creative Support for New Business Development (January 2014-Present)

- Design and layout of seasonal catalogs for the Party Impressions brand to assist in alternative market sales.
- Responsible for concept and design of new tableware products, as needed for both the Party Impressions line as well as private label for individual customer needs. Also responsible for modifying existing packaging and/or product labels for private label customers.
- Manage and approve both digital and physical art proofs.
- Create sell sheets for individual sales rep needs.
- Design and update new and existing trade show support materials such as to booth graphics, handouts, giveaway items, catalogs, etc.
- Create mockups, both digitally and physically of new products not yet gone to production for planograms or individual customer marketing.
- Design promotional ads for Grasslands Road and Costumes USA brands for trade publications as well as customer mailings.
- Assist digitally with planograms for customer specific layouts.

iParty Corp. Dedham, MA (March 2005 -January 2014)

Successfully translate ideas and direction into concrete design for store sales circulars, marketing materials, web & social media outlets, internal company projects, POP displays and in-store signage while promoting the company brand.

Senior Designer (October 2011-January 2014)

- Responsible for concept and design of all window signage for 54 permanent stores as well as additional "pop up" stores annually. Communicate display instruction for all signage.
- Design all ads promoting product and party ideas for Globe Direct, Red Plum, Valumail, Bay State Parent, Valpak and other shared mail outlets to help drive traffic into the stores.
- Arrange and design all content for online store sales circulars.
- Organize photo shoots for products to be featured in sales circulars and printed advertising as well as stage and shoot project photos for use in circulars and online content.
- Managed and updated all new homepage content for iParty.com. This includes homepage feature boxes and sliders, "What's New" blog, Party Ideas, Fun Projects and Coupons.
- Conceptualize and write content for "What's New" blog on iParty.com.
- Responsible for concept, design and written content of all Eblast marketing.
- Motivate, mentor and train junior members of department on production methods, materials, packaging files for press, contact with outside vendors as well as design direction.

Graphic Designer (April 2007- October 2011)

- Designed all seasonal signage including the successful zombie/carnival themed Halloween 2010 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 shared mail as well as direct mail postcards and flyers.
- Managed and fulfilled all sign requests from both corporate and store level.

Production Artist (March 2005- April 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
- Created and streamlined a new system of sending all signage to the store level. Including collating and packaging signs and hardware for each individual store.

References available upon request. Work samples can be viewed at www.stefwelik.com

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Education

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Recognition

Winner of the "Secret Sauce" iParty Internal Company Award in recognition of being the "key ingredient" in helping the department achieve company goals. (August 2009)

William Wondriska Visual Communication Award (May 2004)

Evidence of Design Juried Senior Exhibition (May 2004)

Alexander A. Goldfarb Juried Student Exhibit (February 2004)

Professional Experience (continued):

Freelance Design

Denman Development Somerville, MA (2016)

- Created logo and identity for up and coming real estate development company.

Veruna Westborough, MA (2016)

- Created trade show graphics in the form of a series vertical banners.

Tara's Beauty Studio Rocky Hill, CT (2015)

- Designed new identity for existing salon. Identity included new exterior signage, salon menus in the form of signs and pamphlets as well as business and appointment cards.

Etfile Westborough, MA (2013-ongoing as needed)

- Created trade show materials such as brochures, case studies, and booth graphics.
- Designed a logo and branding for new cloud based software called OfficeScope. Created the software "welcome" landing page. Designed software splash page, software and web icons as well as social media graphics for LinkedIn, Twitter, and Facebook for both Etfile and OfficeScope.

The Gift Wrap Company Northborough, MA (2013)

- Created brochure for new line of gift wrap. Brochure included gift wrap and stationery items and was handed out at trade show to introduce the new line.

In the Moment Photography St. Peters, MO (2013)

- Designed a new logo for rebranding of existing company to clients specifications.

Remixed by Jacki Whitinsville, MA (2013, updates as needed)

- Designed new logo and branding for company rebranding. Finished products included business cards, stickers, clothing tags, online shop banner, digital ads and template for coupons and other customer communication.

Cotuit Bay Knitter Cotuit, MA (2012)

- Designed logo and branding for new online shop. Created finished products included business cards, postcards, product hang tags, online shop banner & other graphics for online use.

JoCo Jewelry Portland, CT (2011)

- Designed logo and branding for emerging jewelry designer. Branding included business cards, packaging and shop banner.

Beantown Toys Boston, MA (2010)

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

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

- Created designs to be used on multiple vehicles including drum head, social media graphics, promo merchandise such as stickers, buttons and t-shirts for local Boston based band.

Mottley's Comedy Club Boston, MA (2009)

- Designed a logo and brand identity for new comedy club. Responsible for the design of all interior and exterior signage as well as promotional materials.

Dellhill/Bigshot Humble Boston, MA (2005, 2007)

- Designed a custom press kit including fact sheets and press pages for local Boston band. Responsible for the design of two drum heads and various promo merchandise.

Boston Entertainment Group Boston MA (2004, 2006)

- Designed a logo and branding. Created finished products included business cards, letterhead, trade show materials, product guide and printed brochures.

The Comedy Lounge Hyannis MA (2004)

- Designed a logo and brand identity for up and coming comedy club. Created promotional materials such as posters, rack cards and newspaper ads as well as all interior signage.

References available upon request. Work samples can be viewed at www.stefwelik.com