

Qualification Profile

Graphic designer with more than ten 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

In-House Design:

iParty Corp. Dedham, MA 2005-Present

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-Present)

- Responsible for concept and design of all seasonal window signage for 54 permanent stores as well as additional "pop up" stores.
- 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 product to be featured in sales circulars and printed advertising.
- Stage and shoot product and project photos for use in circulars and online content.
- Manage and update 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.
- Helped in the hiring process for the Production Artist position.
- 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.
- Build and develop relationships with external production resources and other outside vendors.
- Write project specifications and obtain vendor quotes for all projects.
- Create and communicate display instruction for all finished printed signage for 54+ stores.
- Manage and maintain brand standards through out all printed and online pieces.

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.
- Managed and fulfilled all sign requests from both corporate level and store level.
- Winner of the 2009 Corporate "Secret Sauce" Award, in recognition of being the key ingredient in helping the department achieve company goals.

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 as planograms changed seasonally.
- Created and streamlined a new system of sending all signage to the store level. This includes collating and packaging signs and hardware for individual store use.

Professional Experience (continued):

Freelance Design

Etfile Westborough, MA (2013-ongoing)

Created trade show materials such as brochures, case studies, and booth pull up banners. 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 (2012-2013)

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.

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)

Completed courses as needed on Lynda.com including
Dreamweaver Essential Training, SEO Fundamentals,
Photoshop for the Web and others. (2010-Present)

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

Recognition

Winner of the "Secret Sauce" iParty
Internal Company Award
(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)

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