

Stephanie Reaves

Graphic Designer

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Professional summary

Graphic Designer with 7+ years of experience specializing in brand design, digital and print production, and creative direction. Adept at collaborating with teams and clients to produce visually compelling and consistent brand assets, utilizing skills in design, photography, videography, and advanced project management tools. Passionate about driving innovative design solutions and eager to contribute to organizational growth in a full-time role.

Employment history

JUN 2024 - PRESENT

Graphic Production Artist - Contract, AIR Communities

- Enhance brand visuals through advanced photo retouching and event flyer design, ensuring cohesive marketing materials.
- Craft compelling first impression videos for apartment showcases, significantly boosting property visibility and prospective tenant interest.
- Conceptualize and execute luxury print ad campaigns, strategically promoting high-end real estate opportunities to discerning clientele.
- Utilize virtual staging techniques, enhancing property appeal and accelerating tenant acquisition.
- Create and produce innovative real estate signage solutions, bolstering property visibility and reinforcing brand recognition in competitive markets.

FEB 2024 - PRESENT

Freelance Graphic Designer, Stephanie Jade Designs

- Collaborate with clients to understand needs, resulting in effective and impactful designs.
- Partner closely with clients to translate their vision into impactful high-quality deliverables, fostering long-term relationships and repeat business.
- Develop diverse graphic assets that enhance visual communication, ensuring brand consistency across multiple platforms.
- Manage project timelines and deliverables, ensuring high-quality output and client satisfaction at every stage.

DEC 2021 - FEB 2024

GRAPHIC DESIGNER, Rubio's Restaurants, Inc.

- Lead in-house Graphic Designer responsible for asset creation and brand management and collaboration.
- Collaborated with the marketing team and creative agency to develop and maintain a consistent brand identity across all platforms.
- Give creative direction and feedback to freelancers.
- Designed and updated brand guidelines and assets to ensure visual consistency.
- Created visually appealing and user-friendly menus for our restaurants, considering both print and digital formats.
- Worked closely with the culinary team to showcase menu items in an engaging manner.
- Designed promotional materials such as flyers, posters, banners, and digital advertisements for special events, promotions, and seasonal offerings.
- Ensured promotional materials adhere to brand guidelines and effectively communicate key messages.
- Designed eye-catching graphics for social media platforms, website banners, emails, and digital signage.
- Partnered with culinary and marketing teams to create visually appealing menus and promotional materials, driving increased sales.
- Developed unique packaging designs for take-out and retail products, ensuring brand consistency and quality standards.

- Stayed up to date on current design trends and techniques to create visually compelling digital content.
- Created visually appealing collateral such as point-of-purchase pieces, swag, and signage for both internal and external use.
- Assumed photography responsibilities within the company capturing high-quality images to complement design projects, including food and lifestyle photography.
- Assisted in lifestyle photography as a model.
- Extremely proficient in photo retouching.
- Maintained a comprehensive design asset library for marketing and operations, streamlining project workflows and consistency.

JUL 2021 - DEC 2021

FREELANCE GRAPHIC DESIGNER, Rubio's Restaurants, Inc.

- Partnered with marketing team to align email designs with overall campaign strategies.
- Facilitated seamless workflow, ensuring timely project delivery.

JAN 2021 - NOV 2021

GRAPHIC DESIGNER, Airspace

Took on the role of being the sole lead Graphic Designer and creative team for Airspace.

- Created and supported consistent themes, logos and graphics throughout a full company rebrand, as well as assisted in the launch of a newly redesigned website.
- Led end-to-end graphic design projects, delivering high-impact visuals for email campaigns and sales collateral, driving engagement.
- Partnered with cross-functional teams to align design vision with business goals, ensuring consistent brand representation across platforms.

AUG 2019 - JAN 2021

GRAPHIC DESIGNER, Nortek Control

- Managed consistent production of marketing materials across 16 unique brands, ensuring cohesive visual representation in all collateral.
- Partnered with cross-functional teams to develop impactful promotional content, branded merchandise, and packaging designs for multiple product lines.
- Developed engaging web and email campaign graphics, maintaining brand consistency while driving user engagement across digital platforms.
- Developed eye-catching trade show graphics, driving significant booth traffic and enhancing brand visibility for Nortek Control's product lines.
- Transitioned to lead designer for 2GIG and Numera brands, shaping visual strategies for home security and health & wellness sectors.

JUN 2018 - AUG 2019

GRAPHIC DESIGN INTERN, Nortek Control

- Worked closely with marketing team to design cohesive email banners and website graphics, improving overall digital presence.
- Embraced diverse design projects, from brochures to ads, rapidly expanding skill set and contributing fresh ideas to the creative process.
- Executed photo retouching and packaging updates, ensuring high-quality visual representation of products across all materials.
- Designed impactful trade show graphics and promotional materials, boosting brand visibility and engagement at industry events.

SEP 2017 - JUN 2018

FREELANCE GRAPHIC DESIGNER, Nortek Control

- Crafted compelling sell sheets and marketing documents, driving product visibility and contributing to sales growth.
- Spearheaded e-commerce website reorganization, enhancing user experience and streamlining product data management for improved accessibility.

Education

B.S. Business Administration - Marketing, University of California-Riverside

School of Business

UCR Dean's Honor List

3.90 GPA Winter 2018 Quarter; 3.56 GPA Fall 2017 Quarter; 3.70 GPA Winter 2015 Quarter; 3.90 GPA Fall 2014 Quarter

Pi Beta Phi Fraternity for Women

- Outstanding Attendance, High Scholastic Achievement

Skills

Adobe Creative Suite - Dimension, Illustrator, InDesign, Lightroom, Photoshop, Premiere Pro

Microsoft Office - Excel, Outlook, PowerPoint, Word

Project Management - Basecamp, Smartsheet, Wrike, Asana

Website Management - Wixsite, Wordpress

Air Asset Management

Apply Design

Brand Design

Color Theory

Creative Direction

Digital Production

Figma

Photography

Photoshoot Direction

Print Production

Punchh

Time Management

Typography

Videography

Links

[Portfolio](#)

Additional information

Achievements

CORE VALUE RECOGNITION

Recognized company-wide for exemplifying a "One Team" attitude, consistently demonstrating a collaborative spirit and a readiness to contribute my best efforts.