

STACEY GARRETSON

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TECHNICAL QUALIFICATIONS

- Creating designs for interactive and static media
- Designing for UX and accessibility
- Applying responsive and mobile-forward design techniques for web and digital interfaces
- Fluent in CSS and HTML
- Proficient in Adobe Creative Cloud applications including Photoshop, Illustrator, InDesign, Dreamweaver, XD and Acrobat
- Basic understanding of programming logic and syntax for interactive web applications

EXPERIENCE

Designer - Senior Art Specialist

COUNTRY Financial | Marketing Creative Services (January 2015 - Present)

I work closely with a team of designers and writers to conceptualize and create content this is rooted in customer insights and provides value for our defined customer personas.

This involves pitching ideas and continuous communication with cross-department teams including customer experience analysts, subject matter experts, compliance regulators and project managers to discuss creative direction.

I am often a final touchpoint on content and am responsible for attention to detail, ensuring that all feedback is accurately incorporated into concept communications and final execution. I also ensure that final designs use styles and imagery that fit with our brand guidelines.

Continued education and growth is a priority for me as a team lead/mentor for interactive design. I regularly attend industry conferences and utilize training resources to remain current on marketing and digital trends.

Freelance Designer

(Nov 2012 - Present)

I have worked on a variety of freelance design projects and expanded my knowledge and skillset through each one. Projects have included logo designs, print marketing pieces, websites and WordPress theme designs.

Designer & Marketing Coordinator

Jordan Manufacturing Company, Inc. (Nov 2011 - Aug 2014)

- Coordinated marketing ideas and presented design strategies to multiple levels of management throughout the creative development of projects
- Strengthened brand recognition by identifying and applying consistent design styles across marketing materials

Visual Communication Specialist Intern

ISU School of Communication | Promotions and Development Team (Aug 2010 - Apr 2011)

- Worked with a team to develop the ISU COM Week brand and create promotional materials for events
- Photographed a variety of events and edited images for web publication

EDUCATION

Web Designer Certificate - Illinois Central College (Jan 2013 - Dec 2014)

Bachelor of Journalism in Visual Communication - ISU with Magna Cum Laude Honors (Aug 2009 - May 2011)

International & Global Marketing Studies (Paris, France) - Negocia - The Paris School for Commerce (Summer 2010)

Portfolio & references are available upon request.