

STEPHANIE STEARNS

ART DIRECTOR / GRAPHIC DESIGNER

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PORTFOLIO www.stephaniestearns.com

I'm a trend-focused Art Director and Graphic Designer elevating the visibility of brands and products with a focus in beauty. I deliver creative solutions with stunning visual execution and cross-functional consideration during development. I'm hands-on and detail-oriented from concept to final execution for print, digital and experiential interfaces, with expertise in packaging and visual merchandising for omnichannel distribution.

EXPERTISE

Packaging / PoP / Merchandising
Product Launches / Seasonal Campaigns
Printing Processes / Color / Substrates
Photo, Video, GIFs : Concepts / Shoots / Compositing
Clean Aesthetic / Detailed Execution

SOFTWARE

Adobe Creative Suite:
Photoshop / Illustrator / InDesign / AfterEffects
Acrobat / MSOffice

EDUCATION

San Diego State University – BA in ART
with Emphasis in Graphic Design
UCLA Extension
AfterEffects Bootcamp

SMARTYPANTSDESIGN

Jan 2016 – Current

Creative freelancer. Health and wellness advocate. Key projects include:

ART DIRECTOR

Isabella Imports / i Profumi di Firenze

Package design and brand imaging for importer of luxury Italian fragrances. Design of Barneys exclusive bottle, merging hand-crafted Florentine tradition with Barneys' modernist style resulting in:

- doubling Barneys New York doors (22% sales increase)
- featured holiday window display
- new impressions generating launches at new luxury retailers

Key art and creative assets for Amazon Luxury Beauty launch.

ADVOCATE / FUNDRAISER

Developing new skills and community while raising awareness and funds.

Beauty Bus Foundation – helped drive Silent Auction mobile app success

Oncology Spa Solutions – helping inform estheticians on safe products and practices

Climb2Cure for LLS – personally raising \$7k+ via Facebook and email campaign

ORLY INTERNATIONAL

Jan 2004 – Oct 2014

Creative lead for ORLY, a nail color and care brand with global distribution in over 70 countries. Propelled double digit year-over-year growth with effective creative strategy and design for a growing and accelerating launch calendar.

Driving the Creative execution of:

- a transformative corporate rebrand including launch of e-commerce website
- 8+ new products & collections each year / bi-monthly launch publication
- customized packaging, exclusives and merchandising for key retail accounts: Target, ULTA, Kohl's, QVC, Shoppers Drug Mart, Sally Beauty, Walgreens
- streamlined creative protocols to maximize time, resources and budget
- modular, scalable, cross-functional creative strategies

SENIOR ART DIRECTOR

Dec 2013 – Oct 2014

Direction and management of Creative department in the ideation, design, execution, and adherence to brand standards for all new exclusives, products and merchandising for professional and retail accounts.

ART DIRECTOR

Mar 2007 – Dec 2013

Designer and director, setting the creative standard for seven ORLY professional and retail product lines. Successful in:

- dynamic response to changing business and brand needs
- developing, directing, mentoring and managing 3-6 person in-house Creative team, plus outside talent and vendors
- design and delivery of all primary components, secondary packaging, seasonal and permanent displays, PoP, merchandising, trade show booths, advertising, digital and print collateral, website, social media assets
- trend resourcing / forecasting to develop next-gen assets, content, messaging
- photo / video shoot direction, casting, production, set design, post-production

SENIOR GRAPHIC DESIGNER

Jan 2006 – Feb 2007

GRAPHIC DESIGNER

Jan 2004 – Dec 2006

PREVIOUS EXPERIENCE

1995 – 2003

GRAPHIC DESIGNER

China Glaze

Sexy Hair Concepts

Iconografix

Herbalife

Artisan Creative

Joico