



STACEY McINTYRE

DIGITAL DESIGNER

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STACEYMCINTYRE.COM

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As a professional designer, my focus is in brand strength through digital and print marketing platforms. I offer extensive experience working with; start-ups, in-house departments, agencies and as a contractor.

My strengths lie in my design capabilities, creative thought process, problem-solving, as well as my ability to organize and manage a wide variety of projects. I can clearly explain design concepts and the decisions behind my work.

In addition to being able to create engaging designs, I am able to successfully execute project specifications within time frame and budget, within a team structure or independently.

COMPUTER SKILLS

- Adobe Creative Suite; Illustrator, Photoshop, Lightroom, InDesign, After Effects
- Web Development Tools; WordPress, WooCommerce, Sketch, Elementor, Divi
- Direct Mail and Email Marketing programs; MailChimp, Constant Contact, Klaviyo
- Microsoft Office Suite; Word, Excel, PowerPoint
- Microsoft 365 Suite; SharePoint, Stream, Planner
- Fundamental knowledge of HTML

OTHER NOTABLE SKILLS

- Photo/video art direction and styling
- Photo retouching
- Social media marketing
- Animated graphics
- Project management
- Media asset organization
- Clear communication and presentation skills
- Creative and efficient problem solving

EDUCATION

Cazenovia College, Syracuse NY
Associates in Advertising Design

WORK HISTORY

FREELANCE GRAPHIC DESIGNER 12/22 – CURRENT REMOTE, USA

Currently I am working on digital solutions for various clients. Current projects include UNCORKED Touring Company where I am working on social media advertising (facebook.com/UncorkedTouring). My other client is City of Round Rock Texas, working on a website-refresh project (downtownroundrocktexas.com).

CROWN LABORATORIES GRAPHIC DESIGNER 5/22 – 12/22 REMOTE, USA

My position with Crown Laboratories was a long-term contract through 24 Seven Talent. I worked in the in-house agency on several high-end dermatology and skin-care brands; *StriVectin*, *SkinPen*, *Blue Lizard* and *PanOxyl*. My day-to-day responsibilities included social media ad creation, email design, retail signage and print collateral. I created informative and engaging designs following brand guidelines and creative briefs.

CITY OF ROUND ROCK, TEXAS DIGITAL DESIGNER 2/18 – 5/22 ROUND ROCK, TX

As the first designer hired by the City, I was able to jump into government projects with the Communications and Marketing team. I was hired to lead the redesign of the City website, which launched July 2021. This was a 450 page site conversion that included redesign of every page, adding functionality, site testing, presenting to department Directors, and training all website editors. Along with the website came a need for an updated branding style guide not only for the website, but the entire City. I provided the design and direction of the style guide along with brand training for all departments. I love to be organized! As a designer I have a need for efficiency when it comes to media files and design assets. I implemented a filing system and share process for all City departments utilizing the Microsoft 365 programs.

OVERVIEW:

- Administrative management of all City websites
- Provided art direction on all site content, page design, photography and videos
- Managed media libraries and branding assets
- Produced print collateral for all departments including; presentations, brochures, posters and environmental signage
- Administrator and designer for email marketing campaigns
- Create informative and engaging social media content
- Art director for photo and video shoots
- Photo retouching
- Created custom vector illustrations and info-graphics
- Effectively managed multiple projects
- Present designs and concepts to departments and City managers

KATIE KIME, INC. GRAPHIC DESIGNER 11/17 – 7/18 AUSTIN, TX

My role at Katie Kime as Graphic Designer encompassed a wide range of responsibilities that included; Creating a weekly marketing calendar. Concept and design marketing strategies to meet weekly sales goals. Executed designs for e-commerce, blog site, email marketing campaigns, as well as, social media marketing. Along with designing engaging graphics and campaigns, I produced lifestyle and product photography, provided subscriber engagement analytics, generated blog content and provided copy writing for social media postings.

OVERVIEW:

- Conceptualized, designed and produce marketing materials
- Administrative management of e-commerce, blog and social media platforms
- Updates, upgrades, technical assistance and general maintenance for all Katie Kime platforms
- Manage products for e-commerce (Shopify)
- UI design for KK e-commerce and blog site
- Design graphics for retail display and various product designs
- Create engaging content while maintaining a consistent quality and branding
- Art direct photo shoots, generate product and lifestyle photography
- Design engaging and inspiring posts for Pinterest, Facebook, Instagram and blog
- Present engagement analytics for social media, email campaigns and e-commerce
- Photo retouching
- Create custom vector illustrations and patterns
- Present solutions in brainstorming sessions with fellow team members
- Hire, managed and supervise company interns
- Effectively managed multiple projects and weekly marketing calendar
- Deliver projects on time and within budget
- Creative problem-solving

NIELSEN BAINBRIDGE GROUP DIGITAL MARKETING SPECIALIST 4/14 – 11/2017 AUSTIN, TX

As part of this unique creative team, I started as a graphic designer that contributed to retail marketing strategies, retail displays, product design, product packaging, and advertisement designs for national trade magazines. The creative team produced graphic solutions for national department stores such as; Walmart, Meijer, Bed Bath and Beyond and Michaels. My role quickly turned into a digital designer, becoming the designer, developer and administrator for; email marketing, corporate web sites, and social media. In addition, I implemented the corporate online catalog system for all brands, creating an online product resource for executives, sales team and customers.

OVERVIEW:

- Conceptualized and designed packaging and marketing solutions for the framing division brands of NBG Home, including; Nielsen Bainbridge, Burnes of Boston and Pinnacle Frames.
- Administrative management of corporate web sites
- Organized and art directed site content, page design, image galleries and feature images for all brands of NBG
- Managed framing products in e-commerce for Nurre Caxton and Nielsen brands
- UI design and art direction for Burnes of Boston and Artcare web presence
- Produced brand related printed media including; direct mail, advertisements, brochures, posters and signage
- Designed graphics for retail display
- Administrator and designer for Nielsen Bainbridge email marketing campaigns
- Implemented the corporate online catalog system for all brands, creating an online resource and tool for product managers, executives, sales team and customers
- Worked with the social media team to create engaging content while maintaining a consistent quality of branding message
- Art directed photo shoots, generated product photography
- Created engaging content for social media

- Produced and presented analytics for web site and email campaigns
- Photo retouching
- Created custom vector illustrations and info-graphics
- Hired, managed and supervised in-house designers and developers
- Effectively managed multiple projects
- Present designs and concepts to upper management

PETANGELS PET CARE, LLC
CREATIVE DIRECTOR
11/04 – 1/14
CHERRY HILL, NJ

As the Creative Director and Co-Owner of petAngels, a pet sitting service in New Jersey, my involvement with the company was to create all marketing materials to brand the company. I designed strategic materials for various platforms in; print, digital, social media, trade-show exhibits and vehicle graphics. Along with creative responsibilities, I managed and organized day-to-day business needs.

petAngels was also the host for an annual fundraiser event, Wag-n-Walk, which I also organized and created the necessary branding materials. We hosted Wag-n-Walk for several years, creating successful pet adoptions and generating over \$35,000 for a local no-kill shelter, The Animal Orphanage.

KAYLA CREATIVE
SENIOR GRAPHIC DESIGNER
4/13 – 8/13
CHERRY HILL, NJ

As the Senior Designer, I met with clients for initial concept and project requirements, executed the most strategic marketing platforms, provided budget estimates and managed the creative team. KAYLA Creative provided a large variety of services to clients including; exhibit/trade show design, print collateral, digital design and development, restaurant marketing and political campaign marketing. I enhanced the branding of KAYLA Creative by applying current marketing solutions such as social media and email marketing campaigns.

SPIN CREATIVE, INC.
GRAPHIC DESIGNER
1/13 – 3/13
BURLINGTON, VT

Though just a temporary position with Spin, my primary role was to create both digital and print design solutions for their various clients. I would conceptualize and execute web graphics, web sites, print collateral, publication layout, as well as prepare files for press, resize marketing materials to specifications and confidently manage projects. I was always able to meet deadlines and translate concepts into successful campaign messages.

BURLINGTON COAT FACTORY CORPORATE HEADQUARTERS
GRAPHIC DESIGNER
1/11 – 12/12
BURLINGTON, NJ

As a graphic designer I worked closely with the accounts team, photographers and fellow designers to concept and execute retail marketing strategies. I created email marketing campaigns, web graphics, direct mail collateral, art directed photo shoots, photo retouching, designed signage for store interiors and environmental signage such as, billboards and transit posters.

DOGGIE STYLE PETS (RETAIL FRANCHISE)
GRAPHIC DESIGNER
12/10 – 12/11
PHILADELPHIA, PA

My responsibilities with Doggie Style Pets allowed me to create and manage fun, pet-oriented marketing campaigns, as well as design and brand new products and new companies. Daily tasks included; designing collateral for all companies and products, web design and development, web graphics and site maintenance, email marketing, direct mail marketing, illustration, photography, photo shoots, photo retouching, copy writing and project estimating. This position enhanced my ability to time manage, prioritize and meet deadlines for several of the company departments. My position with Doggie Style Pets was crucial to daily operations and to the success of the retail stores.

Along with the design needs of Doggie Style retail stores, the company also began a local shelter and animal hospital. Operation Ava was created by the owners 9 year old daughter. Together with the owners, we concepted the look and branding of the new facility. From logo creation to the facility design, I was fully involved with every step of this project. It was very fulfilling helping so many animals and provide a community with a low-cost pet care option.

BESEEN COMMUNICATIONS
GRAPHIC DESIGNER
4/05 – 5/06
HADDONFIELD, NJ

My time designing with BeSeen Communications was for their clients with interactive needs. As well as working with developers I also designed and programmed web sites, web graphics and Kiosk menus. My projects focused developing Flash/Animated web graphics, banner ads and landing pages.