

# STACEY McINTYRE

DESIGNER + CREATIVE PROBLEM SOLVER

Let's create something  
awesome together!

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(609) 230-7751

## PROFESSIONAL SUMMARY

As a professional designer of twenty years, my focus is in brand strength through digital and print marketing platforms. I have extensive work experience with agencies, in-house departments, 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
- 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

- Creative Direction
- Graphic Design
- Website Design
- Web Development
- Illustration
- Iconography
- Typography
- Photo/video art direction
- Video production and editing
- Animated graphics
- Project management
- Media asset organization
- Clear communication skills
- Creative problem solving

## EDUCATION

Associates in Advertising Design  
Cazenovia College, Syracuse NY

## WORK HISTORY

### THE MARTI GROUP ART DIRECTOR/DIGITAL DESIGNER 2/23 - Current | REMOTE, USA

I currently work as a contractor for The Marti Group, a boutique marketing company based in Chicago. At The Marti Group, my primary focus is to create engaging websites, landing pages, social media content, and email campaigns that boost site traffic and increase sales for clients. Our clients range from *Motorola Solutions* partners, such as Radio One/CSE Crosscom and ERS Wireless, to healthcare organizations like *Abbott Laboratories*. In my role, I contribute by offering creative problem-solving, developing compelling concepts, and managing all aspects of client projects.

### CROWN LABORATORIES GRAPHIC DESIGNER 5/22 - 2/23 | REMOTE, USA

My position with Crown Laboratories was a long-term contractor position. I worked on several health and beauty brands: *StriVectin*, *SkinPen*, *Blue Lizard*, and *PanOxyl*. My day-to-day responsibilities included social media ad creation, email design, retail signage, and advertising design. 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 hired to lead the redesign of the City website. This was a 450 page site conversion that included a redesign and added updated functionality. I performed site testing, presentations to department directors, created a filing and sharing system for digital assets, and developed a training (LMS) for website contributors. In addition to the website redesign, I updated the City branding style guide along with brand training for all city departments.

### KATIE KIME, INC. GRAPHIC DESIGNER 11/17 - 7/18 | AUSTIN, TX

My role at Katie Kime came with a fast-paced, wide range of responsibilities. I was responsible for creating a weekly marketing calendar, concept and design strategies to meet weekly sales goals. I applied marketing strategy across e-commerce, blog site, social media and email marketing campaigns. Along with designing engaging graphics and campaigns, I produced lifestyle and product photography, provided subscriber engagement analytics, and generated blog content.

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## ADDITIONAL WORK EXPERIENCE

### NBG HOME 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 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 teams and customers.

### 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, overall generating over \$35,000 for a local no-kill shelter.

### 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.

### BURLINGTON COAT FACTORY CORPORATE HEADQUARTERS GRAPHIC DESIGNER

1/12 – 3/13 | 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 several company entities, pet products, web design and development, web graphics, 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 incredibly rewarding project.