

Stephanie Francis  
*Graphic Designer*

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## EDUCATION

Rowan University  
Glassboro, NJ  
BFA / Graphic Design  
2009 — 2012

University of the Arts  
Philadelphia, PA  
Pre-college + One Semester  
Graphic Design  
Fall 2008

## EXPERIENCE

Independent Graphic Designer  
2014 — *Present*

Branding strategy and development for startup fashion and retail brands. Projects include identity development, art direction, web design, print and editorial design, ecommerce packaging, lookbooks, social media assets, and presentations. Clients include Birchbox and Nutri-Rich. Agencies include YARD and Blackrose.

Bloomingdale's  
Graphic Designer  
2016 — *Present*

Concepting, assisting on photoshoots, and designing seasonal printed catalogs and collateral for fashion accessories and beauty, and brand development for special projects such as store openings and events, and for exclusive brands.

Totokaelo  
Graphic Designer  
2015

Development of retail identity, packaging, in-store signage, editorials, invitations, collateral, and ecommerce in light of New York store opening. Art directing and refreshing all visual media and marketing assets. Building moodboards for branding, as well as model and stylist casting. Assisting with photography and direction on set and retouching all imagery for e-commerce.

Watson & Company  
Graphic Designer  
2013 — 2015

Branding development and production materials for luxury real estate, hospitality, and fashion clients. Projects include designing floor plans, maps, collateral, postcards, posters, and presentations.

## SKILLS & SOFTWARE

Branding & Identity / Website / Print & Editorial / Typography / Video / Photo Retouching / Social Media

MAC & PC / Adobe InDesign, Illustrator, Photoshop, Dreamweaver, After Effects, Premiere / WordPress / Capture One