



# STEFANIE CARSON

Art Director, Branding,  
Design & Photography

## CONTACT INFO

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## PROFESSIONAL SKILLS

### Graphic Design:

- 19+ years experience
- Print, digital and web design

### Photography:

- 15+ years experience
- Canon 5D Mark IV
- Focus on corporate lifestyle portraits, events, travel, families and weddings

### Technical Proficiency:

- After Effects
- Excel
- Illustrator
- InDesign
- Lightroom
- Outlook
- Photoshop
- Premiere Pro
- Premiere Rush
- PowerPoint
- Salesforce
- SharePoint
- Slack
- Wix
- Word
- Wordpress
- Wrike
- Zoom

## SUMMARY

Experienced marketing professional with a strong background in brand management, creative design, and team leadership. Adept at developing purposeful, on-brand designs and overseeing cross-departmental collaborations to bring concepts to life, from marketing materials to event execution. Skilled in mentoring junior designers and managing art installations, including curating and installing rotating local art exhibits. Dedicated to delivering innovative solutions that enhance organizational impact and visibility.

## EXPERIENCE

### Art Director | 2022 - Present

Greater Phoenix Economic Council - Phoenix, AZ

- Oversee the hiring, training, assigning, scheduling and mentoring of interns and junior design staff
- Establish brand standards for production, productivity and quality, while creating out-of-the-box designs in a fast-past, high-intensity environment
- Collaborate with research and business development teams in creating marketing collateral that aligns with team priorities and organization objectives to deliver record-breaking results

### Sr. Graphic Designer & Photographer | 2015 - 2022

Greater Phoenix Economic Council - Phoenix, AZ

- Worked closely with cross-functional teams to provide support and strategies for corporate marketing projects
- Created print and digital assets including infographics, reports, social media assets, fact sheets, brochures, web graphics, pitch decks and event signage and decor
- Photographed staff portraits, events and stock images for use across print and digital assets in studio and on location

### Lead Graphic Designer | 2014 - 2015

SBM Management - Tempe, AZ

- Worked under the marketing manager to provide support and strategies for corporate marketing projects
- Managed multiple project deadlines simultaneously
- Worked with printers to ensure quality of printed materials

## EDUCATION

### Class of 2005

Commercial Art - Advertising Design  
Orange Coast College, Costa Mesa, CA