

order
+
substance
+
function

design + direction **stephaniefrier**

OBJECTIVE To make a difference and be a catalyst for change. To bring clarity through creativity.

EDUCATION Academy of Art University — Bachelor of Fine Arts in Graphic Design
University of Washington Business School — Management and Operations

EXPERIENCE APRIL 2011 – PRESENT

University of Phoenix, Phoenix, AZ | Creative Director, Marketing

Manage small to medium sized teams. Develop, design and apply strategic initiatives to broad spectrum national and regional marketing integrated campaigns including print and digital advertising, direct mail, out-of-home, event, email marketing, social media, promotional, environment, video and web. Design direction and cross team collaboration, clarify objectives and lead ideation; Manage design details to end production; Still and video shoot production and art direction; Recommend and implement processes to improve productivity; Workflow management and trafficking; Mentor and develop creative staff.

JANUARY 2010 – PRESENT

Freelance Contractor, San Francisco and Atlanta | Creative Director & Brand Consultant

Foundation brand building, marketing communication strategy, creative direction and visual design for real estate, hospitality, arts and retail luxury brands. Develop, design and apply strategy driven brand initiatives; Competitor and market landscape analysis; Big idea concepting; Messaging, positioning and brand driver ideation; Identity development; Go-to-market channel recommendations; Still and video shoot production and art direction; Visual design for marketing collateral; Digital channel marketing including websites, email, social and digital advertising.

DECEMBER 2007 – JANUARY 2010

Urban Influence Design Studio, Seattle, WA | Studio Art Director

Art direction and design for small to medium size full service creative studio. Develop and apply strategy driven brand initiatives for a variety of clients in technology, retail, hospitality, and real estate industries. Core brand building; Market and competitor analysis; Lead ideation, clarify objectives and provide direction; Client relations and presentations; Manage design details to end production including vendor and print/press management; Photoshoot production and art direction; Workflow management and trafficking; Budget tracking and alignment; Recommend and implement processes to improve productivity; Mentor and develop creative staff; Research and recommend new business leads.

DECEMBER 2006 – SEPTEMBER 2007

DOXA Total Design Strategy, Kirkland, WA | Senior Designer

Boutique brand strategy segment of DOXA. Develop and apply strategy driven design for service industry clients with specific focus on B2B and B2B2C. Large scale brand auditing and touchpoint analysis; Market landscape and competitor analysis; Big idea and brand essence concepting; Brand foundation building; Messaging, positioning and brand driver ideation; Brand architecture and identity development; Visual design for marketing collateral; Presentation and infographic design; Photoshoot production and direction; Mentor and develop junior creative staff.

design + direction **stephaniefrier**

EXPERIENCE DECEMBER 2005 – DECEMBER 2006

AMES International, Inc, Fife, WA | Senior Designer

Development and application of Emily's Chocolate brand to specialty packaging and promotional materials for consumer retail mass markets; Market trend and competitor analysis; Product and package line ideation; Package design systems; POP, POS, shipper design and pallet configurations; Print press management in Hong Kong and South China; Photoshoot production and art direction; Mentor and develop junior creative staff.

Additional experience includes design and/or art direction for agencies including 300FeetOut, Deutsch Design Works, Resource Branding and Design, Enterprise I.G., and Fitch:Seattle.

SKILLS & STUFF See the big picture and the steps it takes to realize it. Anticipate potential challenges and the attention needed to move beyond them. Operate as if 'highly organized' is a recognized art form. Believe in efficiency and accomplished multi-tasking. Advocate calculated risk. Aspire to be an eternal student. Look for inspiration in every environment. Champion beautifully set typography. Relish a good book. Delight in exquisite detail. Require a dry cappuccino. Accept anything chocolate.

RECOGNITION HOW Logo Design Awards May 2010

Featured on FPO April 2010

Featured on Graphic-Exchange March 2010

Communication Arts March/April Issue 2010

Communication Arts Exhibit February 2010

HOW International Design Annual 2009

Seattle Show Chubby 2009

PRINT Regional Design Annual 2008

NOTED CLIENTS	CASSIDY TURLEY	PREMERA BLUE CROSS
	COSTCO	SAN FRANCISCO BALLET
	DISCOVERY CHANNEL	TARGET
	EXPEDIA INC.	TURNER CLASSIC MOVIES
	INFOSPACE	UNILEVER
	JUNIOR LEAGUE	UNIVERSITY OF PHOENIX
	LULY YANG COUTURE	VISIBLE TECHNOLOGIES
	NATURE MADE	WALGREENS
	MAKE-A-WISH	WARNER BROTHERS
	MICROSOFT	WORLD VISION

References upon request.