

design + direction **stephaniefrier**

**BIG PICTURE** Clarity through creativity. Purpose driven design has the power to make a difference in the everyday world around us. As a strategist and creative director, my desire is to bring an open mind and inquiring spirit to every new challenge. To be a catalyst for positive change.

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**FOUNDATION** Academy of Art University — Bachelor of Fine Arts in Graphic Design  
University of Washington Business School — Management and Operations  
University of South Carolina — Fine and Studio Arts

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**MANY DETAILS** MAY 2017 – PRESENT

***300FeetOut, San Francisco, CA | Brand Director***

Lead brand and creative strategy for boutique studio immersed in lifestyle and destination branding. Develop and drive strategic initiatives including micro-branding, campaign branding, large scale brand auditing and foundational brand building. Touchpoint analysis; Landscape and competitor analysis; Big idea core concepting; Messaging, positioning and brand driver ideation; Differentiation strategy; Identity development; Marketing collateral; Social strategy; Digital advertising; Websites and interactive media; Process and productivity efficiency; Creative staffing and development; New business lead generation.

JANUARY 2010 – PRESENT

***Freelance Contractor | 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 core 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.

APRIL 2011 – MAY 2017

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

Manage creative team of 10-15 direct reports. 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, events, email marketing, social, 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.

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.

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A LITTLE EXTRA DECEMBER 2006 – SEPTEMBER 2007

**DOXA Total Design Strategy, Kirkland, WA | Senior Designer**

Boutique brand strategy segment of DOXA Design. 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 core conceiving; 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.

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 Deutsch Design Works, Enterprise I.G., Fitch: Seattle and Resource Branding and Design.*

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**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.

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**WOW FACTOR** HOW Logo Design Awards May 2010      Communication Arts Exhibit February 2010  
Featured on FPO April 2010      HOW International Design Annual 2009  
Featured on Graphic-Exchange March 2010      Seattle Show Chubby 2009  
Communication Arts March/April Issue 2010      PRINT Regional Design Annual 2008

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

*References upon request.*