

# DESIGNER / STEPHANIE YEE

## WORK

### Sephora / June 2018 to Present

Contract Senior Designer

- Works with the Branding team to create online and retail materials to draw awareness to free in-store services and events. This increased customer visits and has resulted in additional campaigns.
- Develops print and digital campaign assets for fragrance and color, introducing customers to exclusive products and up-and-coming makeup brands.

### Stella & Dot / December 2016 to June 2018

Communications and Graphic Designer

- Conceptualized photoshoots and designs for print and digital materials used to support campaigns, events, incentives, and initiatives.
- Delivered designs for the company's yearly conference, ranging from environmental design and event signage to websites and main stage Keynote presentations. Assisted the event company on-site.
- Streamlined print training materials to make information more digestible and easier to track sales for business owners.

### Freelance Design / 2015 to Present

Graphic Designer

- Developed branding and had worked with start-up companies in local markets to create a public image; these companies demonstrated increasing sales from local markets to an national stage.
- Worked closely with CEO of local bicycle operation to formulate company aesthetic, product logos, and packaging.
- Additionally produced branding, packaging, event, and marketing materials for various clients across digital platforms and in-store environments.

### Michael Patrick Partners / May 2014 to August 2016

Digital Designer

- Completed projects for a diverse clientele, varying from consumer-products and technology to education and finance.
- Produced designs for brand identities, retail, tradeshow displays, and sales presentations.
- Oversaw print production and worked alongside vendors to find the best printing methods and troubleshoot problems.

## EDUCATION

### San José State University / 2009 to 2013

BFA Graphic Design

- Violet Speddy Scholarship, 2013
- Evelyn Carson Scholarship, 2012
- Dean's Scholar, 2012

## ACHIEVEMENTS & AWARDS

### GDUSA American Graphic Design Awards / 2016

Honored in the categories for Annual Report, Books, and Sales and Self Promotion

### Katapult.co.uk's *With a roll of the dice: 5 of the best board game designs to look out for* / 2015

"Creative Space" named #2 in the top 5 games to watch for

### Adobe Design Achievement Awards / 2013

Mentioned in the category of "Packaging" for design of luxury item "Loure"

### SJSU Design Department End of the Year Show / 2013

San José City Hall, San José, California

### Doosung Paper Company Exhibition / 2012

Doosung Paper Company, Seoul, South Korea

## AFFILIATIONS

### AIGA, San Francisco Chapter / 2010 to Present

Member

## SKILLS

Branding and identity, layout, signage, image making, iconography, vector art, typography, packaging, web design, film editing, music editing

## TOOLKIT

Photoshop, Illustrator, InDesign, Premiere Pro, After Effects, Powerpoint, Word, Google Docs, Google Sheets, Keynote, Sketch, Invision