




CREATIVE DIRECTION

Stephanie Amber Mendonca

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EDUCATION

Bachelor's Degree in Graphic Design
Spring 2015 / Salem State University
Minor in Advertising / Summa Cum Laude

SKILLS

 Google Workspace

 Microsoft Office

 Adobe Illustrator

 Adobe Photoshop

 Adobe InDesign

 Adobe Premiere


 Adobe Lightroom

 Dreamweaver

 SquareSpace

 Wix

 WordPress

 Figma

EXPERIENCE

ART DIRECTOR

 Arca  Jan 2022 - Present



Shaping and overseeing the execution of Arca's brand identity throughout the Arca family of brands. Responsible for overseeing all design initiatives, and providing comprehensive and strategic direction on campaigns. Leading artistic development of marketing and promotional materials including, print, digital, mobile, television, and radio. Overseeing company website design and management.

DIGITAL DESIGNER

 Commonwealth Financial Network  May 2020 - Dec 2021

Led creative development for Commonwealth's advisor marketing clients. Designed interactive experiences, including websites, landing pages, email campaigns, social media graphics, infographics, print, and web advertisements to deliver on business goals. Managed the presentation of concepts and initiatives to advisors for further brand development and maintaining client relationships.

SENIOR GRAPHIC DESIGNER

 Zildjian  Nov 2018 - May 2020

Developed new brand design standards and guidelines throughout the Zildjian family of brands including Zildjian, Vic Firth, and Balter Mallets. Led all creative projects and initiatives including digital advertising, print publications, social media, product catalogs, product packaging, product launch assets, retail webpages, email campaigns, trade show assets, sales collateral, and in-store signage.

BRAND DESIGNER

 Racepoint Global  Jul 2017 - Nov 2018

Led cohesive design solutions across digital, social, print, and mobile platforms for the Racepoint Global brand. Partnered with Global Marketing, Business Development, and Creative Services teams to maintain the Racepoint brand identity and guidelines. Assisted the Creative Services team in creative projects for Panasonic, Samsung, Glidden Paint, Dassault Systemes, Huawei, and New Balance.

GRAPHIC DESIGNER & WEB DEVELOPER

 TRACS, Inc.  Feb 2016 - Jul 2017

Led graphics and web development for trade shows, sports events, and physical activities. Developed pitch materials, post-event statistic presentations, social media planning, email marketing campaigns, event photography, and websites for event registration.

GRAPHIC DESIGNER & MARKETING ASSISTANT

 FilterSense  Jan 2015 - Feb 2016

Led FilterSense's rebranding campaign while managing and upgrading brand assets. Designed company brochures, product catalogs, business cards, sales materials, and company website.