STEPHANIE FLECHA

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www.stephflech.com

EDUCATION

SUNY Fredonia (Fredonia, NY)
BFA: Visual Arts & New Media, Graphic Design
Minor: Spanish

SKILLS

Proficient in:
Figma
Adobe Creative Suite
Google Suite
Final Cut Pro, Edits

Design knowledge:
Art Direction, Design Direction
Graphic Design: Digital & Print
Photography
Visual Systems
Social Content Creation & Strategy
Visual Storytelling
Layout & Typography

Workflow & Collaboration:
Monday.com, Wrike
Slack
Smartling
Confluence
ChatGPT, Gemini

OVERVIEW

Stephanie is a brand and marketing designer with 12+ years of experience across consumer tech, outdoor, fitness, wellness, and e-commerce brands. She brings a multidisciplinary approach spanning design, photography, art direction, and social content, with a focus on strong visual storytelling, brand expression, and creative problem-solving.

WORK

AllTrails, Brand Designer → Senior Brand Designer
Nov 2021–Aug 2026 (Remote)

Led creative across campaigns, digital experiences, partnerships, and high-volume marketing initiatives, expanding into art direction and larger-scale creative ownership. Developed scalable design systems and workflows that balanced craft and flexible execution across long-running initiatives. Directed visual storytelling across digital and physical touch points, including photography and social content, while partnering cross-functionally across marketing, product, engineering, motion, photography, localization, and social to translate complex briefs into cohesive, high-quality brand experiences. Supported team growth by helping onboard new hires and sharing brand standards, workflows, and creative context.

Flag Nor Fail, Designer + Photographer
May 2017–Nov 2021 (On-site)

Designed across digital, social, web, email, paid advertising, and packaging for fitness, apparel, supplement, and lifestyle brands, translating campaigns and product launches into cohesive creative. Progressed into Lead Photographer, directing campaign shoots from concept and production through editing and final selects while collaborating across creative, marketing, copy, and external partners. Managed social content strategy and visual storytelling across multiple brands, developing content systems that balanced brand consistency with platform-specific creative. Supported junior designers through brand standards and creative direction while working across a high-volume, fast-paced production environment.

Rosen Publishing Group, Jr. Designer
Nov 2014–April 2017 (On-site)

Developed cohesive visual systems for K–12 educational book series, building a strong foundation in typography, layout, visual storytelling, and print production.

Partners + Napier, Jr. Designer
Jun 2014–Oct 2014 (On-site)

Supported senior designers and creative directors across print, digital, and in-store promotional work in a fast-paced, high-volume agency environment.

HONORS & AWARDS

2023 iPhone App of the Year
(AllTrails)

2026 TIME100 Most Influential Companies
(AllTrails)

INTERESTS

Outdoor lifestyle. Adventure sports. Photography. Fitness, wellness. Music and film. Pop culture. Travel. Dogs. Football (Go Bills).

www.linkedin.com/in/stephanieflecha/