

Stephanie Flecha

Graphic Designer. Photographer.

Kalispell, Montana

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PROFILE

Experienced and innovative graphic designer with a background of 10 years in crafting marketing materials and producing engaging content for social platforms. Adept at shaping campaign visions and seamlessly integrating design and photography to foster brand recognition. Enthusiastic about generating inventive solutions, keen to collaborate with fellow creatives, and committed to ongoing growth.

WORK EXPERIENCE

Creative Designer

AllTrails (Nov. 2021 - Present)

Brand and marketing designer focusing on lifecycle marketing (product education), campaign promotions, paid advertising, PR support, social media and influencer support, organic social, new merchandise exploration, print material and lifestyle photography art direction.

Graphic Designer. Photographer. Art Director

FlagNorFail & Run Everything Labs

(May 2017 - Nov. 2021)

Graphic design role involves creation of marketing assets and digital materials, including social media content, ebooks, blogs, email campaigns, paid ads, web assets, etc. Leadership role in art direction for campaigns, collaborating closely with the Creative Director. Establishing and maintaining organized systems for file storage, contributing to efficient workflows. Overseeing photoshoots, actively participating in scheduling models and locations, and coordinating with production calendars. Serving as lead in-house photographer.

Junior Designer

Rosen Publishing (Nov. 2014 - April 2017)

Designs book covers and interiors with a focus on cohesive series integration. Showcasing expertise in typography, layout design, and photo retouching. Ability to efficiently manage workflow and design for diverse subjects simultaneously. Collaborating closely with copywriters.

Freelance Designer

Partners + Napier (June 2014 - Oct. 2014)

Designing for in-store displays, print materials, and online promotions. Fast-paced, high-volume agency environment, adapting quickly to deliver impactful designs.

EDUCATION

BFA in Visual Arts and New Media: Graphic Design

State University of Fredonia Class of 2014

Spanish Minor | Suma Cum Laude

AIIGA Secretary 2012 - 2013 | President 2013 - 2014

Alpha Lambda Delta (2010 - 2014)

KNOWLEDGE

Language(s)

English & Spanish

Technical Skill(s)

Figma, Adobe Creative Suite (Photoshop, Illustrator, Lightroom, InDesign), SLR Cameras, Final Cut Pro

Expertise

Digital and marketing design. Art direction. Typography. Photography. Print and layout design. Photo color correction and retouching. Social media content creation and trend pulse. Logo and brand identity. Email (lifecycle, go to market, promos, etc.). Paid ads.

HONORS & AWARDS

2023 iPhone App of the Year

In association with AllTrails

INTERESTS

Outdoor lifestyle (snowboarding, kayaking, swimming, hiking). Photography (film and digital). Fitness. Music/Film. Pop culture/social media studies. Dogs.