

Stephanie Flecha

GRAPHIC DESIGNER. PHOTOGRAPHER.

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SUMMARY

Intuitive and dynamic graphic designer with 6+ years experience in designing digital advertising and creating content for social platforms and online brands. Skilled at curating campaign vision and blending design with photography to achieve brand growth and awareness. Passionate about creating solutions and following social trends. Eager to work with other talents and continue evolving as a creative.

WORK EXPERIENCE

Designer, Photographer, Brand Manager

Flag Nor Fail & Run Everything Labs (May 2017 - Present)

RESPONSIBILITIES:

- Combine photo and video media into a seamless design package that allows a campaign to exist on various digital platforms.
- Develop advertising content for social media, e Books, look books, blogs, email blasts, paid ads, Shopify, Shogun, YouTube, etc.
- Run, plan, and copy write for a handful of Social Media accounts.
- Present graphic concepts and vision boards to the Creative Director. Communicate strategy behind the style and approach.
- Create and/or acquire content plus maintain all creative assets in an organized system.
- Create and revise product labels
- Formulate media production calendars. Schedule models and locations. Oversee photoshoots. Make final selections on media.

ACHIEVEMENTS:

- Served as a lead photographer, setting the standard for the brands lifestyle imagery years after.
- Pitched concept and oversaw production for an end of season campaign that out performed the company's Black Friday.
- Juggled lead [marketing] design and social for 5 brands at once.
- Photographed and carried out all photo and design post production for Spring '19 apparel collection. Contributing towards the brand's largest Spring launch sales.

Rosen Publishing: Cavendish Square

Junior Designer (November 2014– April 2017)

Designed imagery for book covers and interiors. Each title design carefully crafted and implemented to work cohesively within a series. Understanding of typography, layout design, and photo retouching required. Exhibited the ability to direct work flow and design for various different subjects simultaneously.

Partners + Napier

Freelance Designer (June 2014–October 2014)

Tasks included designing for in-store displays, print and online promotions. Quickly adapted to fast-paced, high-volume agency environment.

SUNY Fredonia

Design Teaching Assistant (January 2014–May 2014)

Helped first-year design students better understand design, typography and problem solving. Successfully showcased the ability to communicate effectively to a diverse group.

SUNY Fredonia Publication Services

Design Internship (August 2013–December 2013)

Hashtag Multimedia

Design Internship (May 2013–August 2013)

Responsible for creating brochure, booklet, flyer and social designs. Became familiar with advertising, marketing and promotional social media techniques.

KNOWLEDGE

Languages: English and Spanish.

Technical Skill: Adobe Photoshop, Illustrator, InDesign, and Lightroom • Final Cut Pro • Operating SLR + Go Pro Cameras.

Expertise: Visual design & story telling • Typography • Print/layout design • Media production • Designing for social • Photo editing + retouching • Brand identity • Project management • Art direction • Presentation • Color theory • Following social trends (Instagram + Tik Tok)

EDUCATION

BFA in Visual Arts and New Media: Graphic Design

State University of Fredonia | Class 2014

Minor: Spanish | Suma Cum Laude

ORGANIZATIONS

AIGA: American Institute of Graphic Arts (Fredonia Chapter)

Secretary 2012 – 2013 | President 2013–2014

Alpha Lambda Delta (2010–2014)

US national society honoring academic excellence.

INTERESTS

Snowboarding, wake surfing, photography, fitness, music, film, pop culture and dogs.