

Steph Novak

Graphic Designer

Ramsey, NJ

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stephnovakdesign.com

Ambitious graphic designer who excels in print & website marketing while utilizing graphic software. Has an eccentric, contemporary aesthetic combined with a strong sensitivity to business strategy. Understands how to visually represent a narrative & has experience working within parameters of a brand. Constantly keeps up with evolving trends while originating new outlooks & eager to take on new challenges. Strengths include collaborating with team members & clients to facilitate innovative problem solving with the ability to apply a variety of perspectives.

EDUCATION EXPERIENCE

Associate of Art & Science / Graphic Design
Parsons School of Design, New York, NY 2016 - 2018

Bachelor of Art / Mass Communications
King's College, Wilkes-Barre, PA 2009 - 2013

Minor: Psychology

InDesign Club (2 years), Member

Psychology Club (2 years), Member

Film Society Club (1 year), Member

Cheerleading (4 years), Captain (2 years)

Graphic Designer / Observer Media

New York, NY / September 2019 - Present

- Spearhead all print & digital promotions for marketing, editorial, social & sales teams to ensure consistent visual identity
- Generate original logos, gif animations, videos for website & social media channels to promote editorial features along with event marketing
- Support art director & photo editor to handle details for print publication & facilitate timely art delivery to production
- Juggles multiple competing priorities while accurately tracking all tasks to timely completion, frequently within a 24-hour turnaround

Graphic Designer / CPEX

Brooklyn, NY / December 2017 - September 2019

- Implemented brand design standards, style guide was adhered to & was able to solve layout challenges creatively while still remaining on brand
- Worked closely with the team to conceptualize & design visually arresting work in any medium, including but not limited to: in-house/outourced print, outdoor, digital, web
- Provided general administrative support including handling invoices, preparing artwork for release to production, ordering & maintaining supplies
- Planned, organized & managed multiple projects & set priorities for team members

Graphic Design Intern / CPEX

Brooklyn, NY / August 2017 - December 2017

- Generated templates & designs to support team marketing requests
- Presented creative work with a strong ability to communicate creative process & ideas
- Brainstormed on strategic campaigns & content to drive clients' engagement
- Maintained constant contact to send daily listings & other marketing campaigns

Graphic Design & Marketing Intern / Full Circle Home LLC

New York, NY / May 2017 - August 2017

- Helped maintain a consistent design voice across all platforms & consumer touch points
- Created press mailers for product launches & assisted with press outreach
- Openly expressed ideas with team to develop & improve the design quality of products
- Constructed seasonal campaigns for social media to market products or product launches
- Developed premium Instagram content to triple the amount of followers

Social Media & Retail Intern / Condor

New York, NY / June 2012 - August 2012

- Executed social media marketing campaigns to attract new customers & market to existing customers to increase brand loyalty
- Designed & constructed in-store window displays to effectively present extensive products
- Researched & contacted new vendors for contemporary inventory to supplement Fall 2012
- Provided high quality customer service to all clientele to ensure an exceptional experience

SKILLS & EXPERTISE

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Keynote

After Effects

Premiere

PowerPoint

Print & Digital Design

Visual Identity Design

Marketing & Advertising Design

Written Communications

Organization

Multi-Tasking

Leadership

Problem Solver

Team Player

Willingness to Learn