



AUDREY STONE

LISTEN • CREATE • COLLABORATE

Offering versatile, passionate, detail-focused designer and leader. Delivering an innovative, strategic, and problem-solving approach to creating engaging, brand aligned collateral with flexibility and positive attitude while managing projects and people. Working with confidence independently in deadline-driven environments while collaborating and communicating cross-functionally.

SKILLS

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe After Effects
Adobe Premiere Pro
SalesForce
HTML
CSS
Trello
Microsoft Word
Microsoft PowerPoint
Microsoft Publisher
Google Docs
Google Spreadsheets

Freelance Designer

March 2019 – Current

Guiding brand discovery and development for growing businesses. Creating polished, professional visual identity and marketing resources.

- Understanding business goals and unique personality through interview, questionnaire, and continuous feedback throughout the design process.
- Seamlessly connecting businesses with their target market by creating an authentic visual identity.
- Saving businesses time and money with a custom visual brand toolbox.

Graphic Designer at Mascoma Bank

June 2019 – October 2021

Providing exceptional customer service to all external customers and internal team members while improving social media presence at a Certified B Corp.

- Redesigned and modernized social media graphics.
- Built strong customer relationships, aligned products, services, and referrals as a Relationship Banker.
- Continuously learned and navigated obstacles while maintaining positive attitude.

Sr. Digital Designer at Seventh Generation/Unilever

Contract 2020

Collaborated with internal creative and integrated marketing teams, designing custom digital content across all online channels at a Certified B Corp.

- Conceptualized and expertly designed digital content across website, mobile, social media, blog, and email, adhering to brand style guidelines and innovated within visual guidelines.
- Collaborated and effectively communicated, cross functionally within the company, assuring project expectations and deadlines were met.
- Navigated shifting project expectations and deadlines with readiness to meet company goals.

Supervisor, Digital Design at Dealer.com

July 2017 – February 2019

Directed team of 8 specialists and designers in support and creation of web graphics for clients' monthly digital marketing campaigns.

- Cultivated best practices by reviewing design files and team member performance using metrics, analytics, reports, and qualitative and quantitative data, to meet client and company expectations.
- Guided and motivated staff with zeal while organizing and overseeing creative team projects, critiques, and brainstorming sessions.
- Navigated obstacles with positivity and clear communication, re-prioritizing tasks and initiatives to ensure project deadlines and expectations were met.

SUPERVISOR SUMMARY, CONTINUE PAGE 2

EDUCATION

Bachelor of Fine Arts,
Majoring in Graphic Design
Concordia University



audreystone@gmail.com



402.750.2172



audreystonecreative.com

- Launched collaboration effort, improving process, project workflow, and team communication.
- Streamlined operations by identifying opportunities and implementing solutions for process and workflow improvements.
- Created growth culture, training, and mentoring team members in workflow best practices and department objectives.

Senior Designer at Dealer.com
May 2014 – June 2017

Created custom web graphics for external and internal projects to meet client expectations and company goals.

- Delivered high-quality creative assets, aligning with client asset style direction and campaign goals.
- Directed project workload and timelines independently with upbeat personality, exceeding expectations.
- Achieved low re-work requests, increasing client satisfaction and total asset output.
- Verified accuracy, ensuring deliverables met manufacturer brand standards and compliance guidelines.
- Maximized output, aligning with team best practices and designing in reusable, systematic, and easily manageable format.
- Established and maintained positive cross-team relationships, supporting company goals.

Graphic & Digital Design Manager at Literati Creative Group, Inc.
July 2013 – May 2014

Played integral role in production of 5 bi-annual wedding magazines, from initial client contact to final press-ready files.

- Surpassed client expectations by communicating, conceptualizing, and producing high-end print advertisements by deadline.
- Facilitated production of magazine files, designing, editing photos, and laying out spreads.
- Assured relevant and current content was generated and maintained on website, fostering audience engagement.
- Built and maintained positive relationships with internal team and external partners while collaborating on photoshoots.

New Media Creative Director at KOLN/KGIN TV (10/11)
August 2009 – May 2013

Collaborated across multiple departments to develop, create, and maintain paid and promotional content across multi-platform website and broadcast television station.

- Provided expertly designed, on-brand creative content for broadcast, web, social media, and print, managing multiple projects while meeting internal and external client expectations and deadlines.
- Increased traffic across multiple online channels, creating content and building new pages.
- Ensured up-to-date and relevant information was at user's fingertips, increasing ad revenue.
- Inspired optimism throughout company and community, coordinating internal and external outreach projects with diligence and positive energy.

Graphic Designer and Customer Service Representative at Big Red Printing
June 2005 – August 2009

Held multi-faceted role, communicating, designing, coordinating, and pricing digital, spot, and full-color printing projects for in-house and out-of-house production.

- Ensured customer satisfaction by creating layout and design projects to client specifications, shifting priorities to meet deadlines.
- Established and maintained trusted and profitable customer relationships, meeting company expectations of premium customer service.
- Increased workflow efficiency by developing and implementing design file management system.
- Generated positive community relationships by participating in company's volunteer efforts.

