



AUDREY STONE

LISTEN • CREATE • COLLABORATE

Offering versatile, passionate, detail-focused graphic designer. Delivering an innovative, strategic, and problem-solving approach to creating engaging designs with flexibility and positive attitude while managing projects and people. Working with confidence independently in deadline-driven environments and 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

Designer • Owner March, 2019 – Current
Audrey Stone Creative Design in Burlington, VT

Creating polished, professional visual identity and marketing resources for small businesses.

- Understanding customers' 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.

Relationship Banker & Graphic Designer June, 2019 – October, 2021
Mascoma Bank in Burlington, VT

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 for Mascoma's Marketing Team.
- Built strong customer relationships, aligned proper products, services, and referrals.
- Continuously learned and navigated issues while maintaining positive attitude.

Sr. Digital Designer Contract 2020
Seventh Generation/Unilever in Burlington, VT

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

- Created concepts and final digital content across website, mobile, social media, blog, and email, maintaining brand consistency and incorporating graphic design trends.
- Collaborated and effectively communicated, cross functionally within the company, assuring project expectations and deadlines were met.
- Navigated shifting project expectations and deadlines with positivity to meet company goals.

Supervisor, Digital Design July, 2017 – February, 2019
Dealer.com in Burlington, VT

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, 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.

EDUCATION

**Bachelor of Fine Arts,
Majoring in Graphic Design**
Concordia University
Seward, Nebraska



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 May, 2014 – June, 2017
Dealer.com in Burlington, VT

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 July, 2013 – May, 2014
Literati Creative Group, Inc. in Winooski, VT

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 August, 2009 – May, 2013
KOLN/KGIN TV (10/11) in Lincoln, NE

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 June, 2005 – August, 2009
Big Red Printing in Norfolk, NE

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.

