

STEPHANIE R. SPENCER

CREATIVE DIRECTOR // DESIGNER



education

B.A., DePaul University – Chicago, IL | Media Studies + Graphic Design
Francis W. Parker, Lincoln Park – Chicago, IL

portfolio

<http://www.s2dzine.com/portfolio.html>

experience

iCrossing - Hearst Corporation

Associate Creative Director: Present

- + Serve as creative lead, managing and directing cross-disciplinary creative teams on major accounts from concept through production
- + Responsible for representing and communicating iCrossing's creative methodology and business philosophy to clients and internal service lines
- + Responsible for conceptualization, development and execution of compelling creative within digital and social spaces

ticketsnow (A Live Nation Entertainment/Ticketmaster Company)

Director of Creative: 2008 – 2010

- + Responsible for the creative direction and vision of promotional media assets
- + Responsible for UI design of new site enhancements and strategic planning for the evolution of TicketsNow.com, thereby setting parameters for the IT development team
- + Overhauled the quality of marketing assets by defining an “ownable” look and feel that has helped to increase brand awareness & click-through rates
- + Contributing member of the social media task force, responsible for identifying marketing opportunities and executing engaging brand experiences
- + Facilitate and manage the development, training and overall effectiveness of the design team, in addition to, overseeing external freelance resources

chicago tribune media group

Creative Marketing Manager: 2007 – 2008

- + Mentored and coached direct reports in effective creative management of their teams, while fostering camaraderie
- + Responsible for the strategic creative vision, project management and advertising collateral development for the Chicago Tribune Media Group portfolio of brands, as well as, external B2B clients
- + Developed marketing/advertising campaigns that grew incremental revenue and brand awareness in print and online
- + Led a multi-disciplined creative team, responsible for the conceptualization and execution of out of home media, magazine, newspaper, mobile, rich media and web design

Art Director: 2005 – 2007

- + Implemented “turn-around management” to define creative team roles, streamlined processes & maximized efficiency while increasing staff morale
- + Responsible for the quality of all creative pieces produced by the design team (17 members), consisting of Senior Designers, Junior Designers, Copywriters, Freelancers and Traffic Coordinators

Senior Designer: 2005

- + Conceptualized and created strong results-driven design solutions that supported sales, advertising and consumer marketing objectives
- + Guided work of Junior Designers

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experience

(cont.)

tribune interactive

Interactive Designer: 2000 – 2005

- + Served as point person for the development of rich media campaigns, as well as, sales and marketing collateral for various Tribune Interactive business units
- + Managed high-level projects serving as cross department liaison and lead designer
- + Coached Associate Ad Producers

johnson publishing company

Assistant Art Director/Graphic Artist: 1999 – 2000

- + Layout and production of EBONY and Jet magazines
- + Designed Fashion Fair Cosmetics packaging and advertising campaigns

talcott communications

Graphic Designer: 1998 – 1999

Designed print advertisements and editorial feature layouts for Giftware News Magazine (U.S. and U.K. Editions), and Homestyle Magazine

key abilities

Art Direction

- + Combine business strategy, market research and design to drive results and create memorable brand experiences
- + Expertise in managing various brands, clients and project deadlines; highly organized and detailed-oriented
- + Give constructive and timely feedback to design team for optimum results
- + Collaborate with and guide agency partners and various outside vendors
- + Create brand style guides, ensuring consistency across multiple channels
- + Compile comprehensive creative briefs and RFPs

Design Sensibilities

- + Hands on, skillful interactive and print designer
- + Specialize in the marriage of aesthetics, functionality and user experience
- + Knowledgeable of information architecture & usability design principles
- + Software proficiency: InDesign, Photoshop, Illustrator, Flash, Dreamweaver (can also hand code clean HTML & CSS without use of WYSIWYG editor) and Microsoft Office

Leadership

- + Collaborate across departments, establishing important relationships and helping to influence decisions
- + Demonstrated ability to manage up
- + Respected team leader; successfully developing employees, inspiring creativity and increasing morale
- + Strong written, verbal and interpersonal communication skills

awards & recognitions

- + **2008 Innovation in Media Award** » Newspaper Association of America
- + **May/June 2008 Ideas Magazine** » International Newsmedia Marketing Assoc.
- + **2002 Peter Lisagor Award** » The Chicago Headline Club

References Available Upon Request