

Stephanie Kwan

ART DIRECTOR & DESIGNER



WORK EXPERIENCE

Stephanie Kwan Designs

| *Art Director* | June 2012 - present |

- ▶ Collaborated with multiple clients from the entertainment industry to the fashion industry to ideate, concept, create, design, visually communicate and animate for brands.

Accenture

| **New York, NY** | October 2018 - November 2022 |

Visual Design Senior Analyst

- ▶ Designed & animated for various projects for brands such as Microsoft, Meta, Google, Kimberly Clark (Huggies, Pull-Ups), General Mills, Maserati, Pitney Bowes, GLAAD Awards and more.
- ▶ Spearheaded UI and UX animations for the website launch of Microsoft Viva.
- ▶ Played an integral role in the Buddies by Blue Buffalo app launch; ideated, designed and developed key assets from app elements to animations on social platforms such as Facebook, Instagram and Twitter.
- ▶ Transformed the Pull-Ups email journey which significantly raised the CTRs above the recent averages.
- ▶ Oversaw the design of email campaigns for Kraft.
- ▶ Conceptualized, art directed & pitched visual concepts for Aramark email campaigns to the client.
- ▶ Led training sessions of a group of 10 from all over the world (Costa Rica, Chicago, Des Moines) with efficiency.

Meredith Corporation

| **New York, NY** | March 2017 - October 2018 |

Visual Designer

- ▶ Ideated, illustrated & animated social media content for numerous CPG, Food & Beverage, lifestyle brands.
- ▶ Identified, analyzed & presented innovative design trends within digital and print.

Hunter Public Relations

| **New York, NY** | August 2016 - January 2017 |

Digital Designer

- ▶ Designed, illustrated and animated months worth of engaging social content for a massive variety of lifestyle, food & beverage brands.

Shazam Entertainment

| **New York, NY** | February 2016 - August 2016 |

Multimedia Designer

- ▶ Produced digitally interactive print ads (as well as digital) for numerous campaigns for heavy hitting clients around the world.
--- Clients include: Coca Cola, Pepsi, Jagermeister, Nickelodeon, Nike, Sony, Universal, Timberland and more.
- ▶ Ideated, executed, and designed mockups of technologically immersive experiences for pitches to prospective clients.
- ▶ Animated dynamic projected wall visuals for influential events to present the Shazam brand.

ACADEMIC EXPERIENCE

Parsons the New School for Design

| **New York, NY** | 2014 |

Bachelor of Fine Arts Graduate, Communication Design

- ▶ Immersive study of aesthetic placement, color, typography, advertising, branding, history of art & design culture, intro to coding (CSS, HTML, content site management), motion graphics, sound design & more.

CONNECT

stephanie.m.kwan@gmail.com
www.linkedin.com/in/skdesignsforyou
stephaniekwandesigns.com

TEL 408.505.5322

SKILL SET

