

Stephanie Kwan

DESIGN DIRECTOR & DESIGNER

WORK EXPERIENCE

Stephanie Kwan Designs

| *Design Director* | June 2012 - present |

- ▶ Collaborated with a diverse array of clients from the entertainment to lifestyle industries, to advise on design strategies, drive creative direction & deliver dynamic design & animation that enhanced brand impact.

Accenture

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

Visual Design Senior Analyst

- ▶ Designed & animated for cross-platform campaigns for Fortune 500 companies, including Microsoft, Meta, Google, Kimberly Clark (Huggies, Pull-Ups), General Mills, Maserati, Pitney Bowes, GLAAD Awards & more.
- ▶ Managed the design & animation of dynamic visuals for large-scale live events & digital advertising.
- ▶ Brainstormed & designed performance-driven marketing assets for Blue Buffalo, generating a 31% increase in engagement for organic social media content.
- ▶ Led the execution of impactful email campaigns for Kraft and designed dynamic templates.
- ▶ Mentored junior designers, providing feedback & fostering skill development to exceed client expectations.
- ▶ Elevated client brands through unique, data-informed design concepts that resonated with target audiences, driving engagement and business growth.

Meredith Corporation

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

Visual Designer

- ▶ Ideated, illustrated & animated social media content for leading brands including AMC Networks.
- ▶ Researched, evaluated, & showcased design trends, driving innovation & inspiring creative strategies.

Hunter Public Relations

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

Digital Designer

- ▶ Designed, illustrated and animated months months of captivating social content for a diverse portfolio of lifestyle, food, & beverage brands, driving engagement and elevating brand presence.

Shazam Entertainment

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

Multimedia Designer

- ▶ Developed cutting-edge digitally interactive print and digital advertisements for global campaigns, delivering impactful results for high-profile clients worldwide.
--- Clients include: Coca Cola, Pepsi, Jagermeister, Nickelodeon, Nike, Sony, Universal, Timberland and more.
- ▶ Ideated, executed, and designed high-impact mockups of technologically immersive experiences, creating compelling pitch presentations for prospective clients.
- ▶ Animated dynamic large-scale visuals for high-profile events to elevate 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
https://stephaniekwan.com

TEL 408.505.5322

SKILL SET

