

Stephanie Dodgen

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847-902-1482

Chicago, IL

graphic designer & illustrator

education

Savannah College of Art and Design

Bachelor of Arts, with honors, Graphic Design

professional experience

Senior Graphic Designer

May 2022 - Present

Wow Bao

Graphic Design Intern

June 2021 - July 2021

Graphic Designer

July 2021 - May 2022

- lead creative strategy through continuous brand evolution, product & campaign launches with efficient time management.
- design campaigns from start to finish: concepting, wire-framing & problem solving for all business verticals (CPG product, loyalty, virtual restaurants, physical restaurants)
- create digital assets used across all company channels print + digital (POS, menus, videos, social graphics, signage, consumer packaging, trade marketing, merchandise, slide decks, instructional design). Implement original hand-drawn illustrations to elevate brand identity
- project manage queue for 2-person design team, lead design decision making across all channels (digital, print, off-premise, storefront)
- adapt and harness feedback from multiple perspectives to strengthen design work quality and professional relationships with attention to detail
- maintain consistency and deliver production-ready files for large format printing, packaging, installation, and digital
- regularly shoot, edit & retouch photography for menu items, social media, packaging, and promotions cross-platform
- strengthened 6-person department file organization + management to better streamline in a fast-paced environment
- evolve brand & web style guide to optimize user experience; web design + upkeep of website through WordPress; utilizing HTML + CSS

skills

identity & branding
CPG packaging design
creative strategy
hand lettering
illustration (realism & stylization)
vector illustration & icon creation
photography
photo editing & retouching
HTML + CSS

software

Adobe Creative Suite

Photoshop
Illustrator
InDesign
After Effects
Lightroom
Dimension
Figma
WordPress

about me !

typographic enthusiast
cat & coffee lover
experimental
detail oriented
searching for the next skill