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**STEPHANIE ERDEL**

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## CREATIVE DIRECTOR

### *Development and Execution of World-Class Design*

Creation, implementation and modernization of new and existing brands across all channels including web, mobile, print, video and in-person. Develop, lead and drive results for all efforts such as marketing photo shoots, special events, trade shows, intranet and corporate branding. Collaborate with executive teams to execute digital and creative plans that align with strategic objectives.

An expert in the creation of process documents for brand consistency such as the development of templates for all internal and public facing collateral and style guides. Transforms outdated identities and continuously enhances the brand.

A seasoned senior level web designer and developer that leads enterprise web development throughout the lifecycle with teams or independently.

### **Core Competencies:**

- ✓ User Interface Design for Web/Mobile
- ✓ Master in HTML and CSS3
- ✓ Brand Creator and Manager
- ✓ Corporate Level Illustration
- ✓ Expert in Shopify, WordPress
- ✓ Project Planning & Team Management
- ✓ Information Architecture
- ✓ Master in Adobe Creative Suite
- ✓ Creative Strategy
- ✓ Expert Design Resource

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## CAREER HIGHLIGHTS

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### **2017 & 2018 Winner of Vidyo Quality Matters Award**

2017, designed and developed [vidyo.com](http://vidyo.com) Wordpress multisite independently with no team.

2018, created the company intranet, which introduced internal collaboration and communication tools.

**Mobile App Creation USAA-** Designed and implemented a mobile operations application for USAA executives; allowed for business process monitoring dynamically.

**Promotion and Original Song for Emmy Award Winning Series** - Promoted from Storyboard Revisionist to Storyboard Artist in a very short period of time on a highly acclaimed and Emmy award winning animated television series - Camp Lazlo. (Cartoon Network). Wrote an original song for the series featured in the episode - "There's No Place Like Gnome."

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## EXPERIENCE & ACHIEVEMENTS

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Currently a design and development contractor for Veracode, Inc. Forter, Inc. and Vidyo, Inc.

FORTER, INC. in New York, NY September 2019- March 2020  
**CREATIVE DIRECTOR**

Responsible for management of all marketing creative including collateral, website, and some events. Developed creative process, timelines and project briefing documents. Transitioned to a contract role in order to do more design and development execution work.

VITECH SYSTEMS GROUP, INC. in New York, NY May 2019- August 2019  
**CREATIVE DIRECTOR**

Brand owner, web/graphic designer and front-end developer. Responsible for management of all creative including events, collateral, websites, social and corporate office branding. Manages web development team in India.

VIDYO, INC. in Hackensack, NJ November 2015 - May 2019  
**CREATIVE DIRECTOR**

Head of all creative services for Vidyo, Inc. Brand owner, web/graphic designer and front-end developer. Responsible for execution of all creative assets for Vidyo including events, collateral, websites, and corporate office interior design and branding. Manages team of contractors to execute on design and development projects. Responsible for creative processes, templates and the style guide. **Highlights:** Built [vidyo.com](http://vidyo.com), [vidyo.io](http://vidyo.io) and [vidyoexchange.com](http://vidyoexchange.com) and creation of company intranet.

VITECH SYSTEMS GROUP, INC. in New York, NY March 2015 - November 2015  
**SENIOR CREATIVE DESIGNER**

Head of all creative services for Vitech Systems Group. Brand owner, web/graphic designer and front-end developer. Responsible for execution of creative assets including events, collateral, websites, and corporate office branding. **Highlights:** Re-designed corporate logo and brand identity, re-branded office space, and re-designed corporate website.

MOOK PRINT & DESIGN in Island Park, NY 2013 - 2014  
**SENIOR DESIGNER**

Lead website and graphic designer/developer/project manager for small business marketing/promotional products firm. Built websites starting from the proposal/contract phase through design and implementation phase in both agile and waterfall project methodologies. Managed several junior designers and contractors. Designed various marketing materials for clients such as brochures, flyers, postcards, business cards, letterheads, signage and more. **Highlights:** Deemed Shopify Expert Designer as of March 2013. Custom WordPress theme featured in the Customizr Theme Showcase.

USAA in San Antonio, TX 2010-2013  
**UI DESIGNER, FRONT-END DEVELOPER, BRAND CREATOR, AND ILLUSTRATOR**

Worked for multiple departments including the Federal Savings Bank, The USAA Innovation Lab & Prototype Factory, and IT Share Services. Daily tasks included web based user-interface design and front-end development, digital illustration, and icon and graphic design. **Highlights:** Creation of Common Process Portal (UI Design and Development) - Confluence. Improved the design and functionality of USAA online mortgage qualifier ([usaa.com](http://usaa.com)).

GODDESS DESIGN in Los Angeles, CA / San Antonio, TX 2006- 2013  
**OWNER, UI / PRINT DESIGNER AND FRONT-END DEVELOPER**

Designed and developed small business websites from the IA phase through production. Responsible for contract creation, quoting and budgeting, task and personnel management, project schedules, project management, information architecture creation, wireframes, graphic design mockups, front-end development of designs in html5 / CSS3 and customer follow-up. **Highlights:** Designed and Developed over 150 websites. Created custom branding for over 100 businesses in various fields.

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## ANIMATION CAREER 1999-2005

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CARTOON NETWORK in Burbank, CA

2004- 2005

### STORYBOARD ARTIST - CAMP LAZLO (2005)

Gag and dialogue writing from pre-created story outlines. Hand-drawn storyboards created for 30-minute episodes. Presentation of storyboard pitch entire staff. Storyboards subjected to rigorous review and staff re-writes. Handled tight deadlines and constructive criticism.

- Wrote original song for episode "There's No Place Like Gnome."

### STORYBOARD REVISIONIST - CAMP LAZLO & MEGAS XLR TV SHOWS (2004-2005)

Revised and Re-Drew storyboard panels due to director re-writes. Notes provided by director with guidance as to what the new panel should portray. Required to keep characters on model and have extensive knowledge of perspective and figure drawing.

- Helped design and create standard character mouth charts and rotations
- Cleaned Up Images for Product Packaging of Toys based on shows characters

**OTHER ANIMATION CREDITS:** Inker for Spygroove animated series; Character Designer and Assistant Animator for Saturday Night Live and TV Funhouse; Junior Web Designer for MTV Online; Clean-up Artist for Keebler Elves, Disney Minute Maid, Pink Panther commercials; Anna Nicole Smith show, Sponge Bob book and Bratz dolls packaging; Assistant Animator for Lizzy McGuire animated series

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## EDUCATION & TRAINING

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Bachelor of Fine Arts (BFA), Painting & Scientific Illustration at The University of Michigan, Ann Arbor, MI

Graduate School at The New York Academy of Art, New York, NY

Bachelor Studies in Design at The University of California Los Angeles (UCLA)

Semester Abroad at Studio Art Centers International (SACI), Florence, Italy

Intro to Maya Class at Gnomon School of Visual Effects, Los Angeles, CA

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## SOFTWARE, LANGUAGE & APPS

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Adobe CS (Expert), Sketch, WordPress (Expert), Shopify, HTML5, CSS3, gSuite, Office, Confluence, Sharepoint, Sharepoint Designer, some jQuery, some Javascript, some PHP, Flash, ZenDesk

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## CORE SKILLS

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Graphic Design, Website Design, Front-End Development, Wireframing, Prototyping, Information Architecture, Brand Creation

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## PORTFOLIO & CREDENTIALS

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Portfolio: <https://stephanieerdel.com>

IMDB: [http://www.imdb.com/name/nm2930542/?ref\\_=fn\\_al\\_nm\\_1](http://www.imdb.com/name/nm2930542/?ref_=fn_al_nm_1)

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## ADDITIONAL SKILLS

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Piano, Guitar, Bass Guitar, Singing, Yoga Instruction, Figurative/Traditional Oil Painting, Acting

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## AWARDS & RECOGNITION

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Shopify Expert Designer

Featured WordPress Theme Designer for Customizr WordPress theme

Winner Vidyo Quality Matters Award Q1 2017 and Q2 2018