

STEPHANIE ERDEL

CREATIVE DIRECTOR

251 McKinley Ave. Island Park, NY 11558 • (818) 795-3231

<https://stephanieerdel.com>
goddessdesignonline@gmail.com

EXPERIENCE

CAREAR, A XEROX COMPANY

December 2020-Present

CREATIVE DIRECTOR

Brand owner and creative services manager. Responsible for all creative direction on web, social, collateral, events, video, internal and external facing visual design. Managed and created brand guidelines, marketing team processes, developed creative ticketing system/project briefs, installed DAM for organization, designed and developed website, expansive list of collateral, landing pages, infographics, videos, and events booths.

GODDESS DESIGN, INC. in Long Island, NY

March 2020-December 2020

CREATIVE DIRECTOR, WEB DESIGN & DEVELOPMENT

Contract design and web development for enterprise SaaS organizations Veracode, Inc. Forter, Inc., CareAR, Inc. VitelNet, Inc. fraud.net, Vidyo, Inc., and many other businesses. Webpage design, landing pages, email templates, collateral and more.

FORTER, INC. in New York, NY

September 2019-March 2020

CREATIVE DIRECTOR

Responsible for management, design, direction, and development of all marketing creative including collateral, website, videos, and events. Developed creative processes, timelines and project briefing documents.

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, vidyo.io and 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.

USAA in San Antonio, TX

2010-2015

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).

EDUCATION & TRAINING

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

SOFTWARE, LANGUAGE & APPS

Adobe Creative Cloud (Expert - Photoshop, Illustrator, InDesign, Animate, Acrobat, XD), Figma, Sketch, Marketo, HubSpot, WordPress (Expert), Shopify, HTML5, CSS3, gSuite, Office, Confluence, Sharepoint, Sharepoint Designer, some jQuery, some Javascript, some PHP, ZenDesk, Bynder, JIRA

CORE SKILLS

Graphic Design, Website Design, Front-End Development, Wireframing, Prototyping, Information Architecture, Brand Creation, Style Guide Creation, Logo Design, Creative Process, Manager Creative Services

ADDITIONAL SKILLS

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

AWARDS & RECOGNITION

Shopify Expert Designer
Featured WordPress Theme Designer for Customizr WordPress theme
Winner Vidyo Quality Matters Award Q1 2017 and Q2 2018

FURTHER EXPERIENCE

Resume prior to 2010 and full CV available upon request

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