

Stephanie Gregorowicz

Senior Graphic Designer

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EXPERIENCE

Plymouth Rock Assurance • Red Bank, NJ

Sr. Graphic Designer

Graphic Designer

January 2017 – Present

July 2012 – January 2017

- Award-winning Brand Development and Art Direction for a NJ car insurance company
- Creation, implementation and management of the company's Brand Equity Guide.
- Collaborate with internal teams and lead creative concept/ideation for various programs to enhance business growth.
- Lead a team of designers, across several locations, to produce high-quality work that encourages new business and nurtures current customers while supporting the staff with their corporate needs.
- Develop the advertising and design strategy to deliver the best possible creative solution and execution/implementation with consideration of budget, timing and client expectations.
- Creation and execution of all design work for high-profile branding partnerships with The New York Yankees, The New Jersey Devils/The Prudential Center and Six Flags Great Adventure. This includes marketing strategies, printed collateral, in-stadium/arena signage, customer communications, promotional items and video storyboarding.
- Print Design: signage, brochures, flyers, calendars, logos
- Digital Design: display ads, landing pages, PowerPoint presentations,
- Social Media: create graphics for the company's blog and social media including posts, engagement ads, like ads, contests, applications
- Event Design and Coordination: design and production of invitation, travel packages, name badges, programs, presentations

2013 American In-House Graphic Design Award • 2013 Marcom Award (2) • 2014 Marcom Award

AnaStella Invitations & Stationery • NJ

Owner, Creative Director

January 2009 – Present

- Design & produce custom, luxury invitations and stationery
- Creative direction for the entire product line and services
- Manage multiple projects from concept through completion
- Create all logos, marketing and collateral
- Stay up to date with vendor product lines
- Coordinate shipping of customer orders

The Creative Group • NJ

Freelance Graphic Designer

October 2010 – July 2012

- UL EduNeering (formerly Kaplan EduNeering): Executed a complete rebranding including brochures, case studies, white papers and graphics
- Oticon USA: one-sheets, brochures, advertisements, Power Point presentations, convention signage and collateral
- Supremia International: product design and sourcing, photo editing
- Horizon Group USA: product design, dielines, production and photo editing
- Fallon Medica: medical informational signage and graphics
- Aerosoles: see description below

Aerosoles • Edison, NJ

Marketing Graphic Designer

March 2011 – July 2012

- Designed a wide variety of projects for the Marketing Department, including in-store signage, store-front barricades, direct-mail marketing pieces, catalogs, newsletters, products for resale, various posters and billboards for print and LED
- Created front-end designs for email blasts and banner ads
- Formatted and processed photos for company website

Blue Tulip • Westfield, NJ

Community Relations Designer

Mar. 2008 – Dec. 2008

Graphic Designer

Aug. 2006 – Dec. 2008

- Designed marketing pieces for the Community Relations Dept.
- Designed and produce custom, hand-made invitations for all types of events
- Created proprietary invitation designs to be sold throughout all stores.
- Sold, placed and followed-through on vendor orders and produce personalized stationery
- Managed the Printing Department, including additional designers and oversee work flow
- Attended Bridal and Trade Shows to promote the Brand and the printing business
- Trained designers for northern New Jersey stores to be able to operate and maintain printing departments

New Jersey Jewish News • Whippany, NJ

Graphic Designer

Nov. 2004 – Aug. 2006

- Designed of display ads for 5 editions of a newspaper and supplements
- Formatted copy, processed photos, ads and emails to conform to NJJN standards
- Layout and page design
- Designed of classified ads and compilation of classified pages
- Redesigned newspaper including logo, styles, and formats

SKILLS

Adobe Illustrator CC • Adobe PhotoShop CC • Adobe InDesign CC • Dreamweaver CC • Sketch • UnBounce • WordPress
Microsoft Office • Proficient on Macintosh and Windows

EDUCATION

Montclair State University • Upper Montclair, NJ

Brookdale Community College • Lincroft, NJ

Bachelor of Arts – Fine Arts

Associates – Fine Arts

• REFERENCES AVAILABLE UPON REQUEST •