



Stefanie Johannsen Graphic Designer

EXPERIENCE

Graphic Designer 2/1998 – 4/2020

Human Relations Media, Mount Kisco, New York

- Produce up to 16 catalogs per year using InDesign, Photoshop, and Illustrator in a Mac environment for print and digital use
- Develop brochures, self-mailers, flyers, and all other advertising and promotional materials from concept to final product
- Create products such as workbooks, posters, pamphlets, transparencies, and teacher's guides
- Complete projects by coordinating with outside agencies, art services, printers, writers, and freelancers on time and within budget
- Sign off on final proofs and meet all deadlines
- Create emails for marketing campaigns within iContact
- Maintain and organize the photo library
- Edit and retouch images
- Work with marketing department to help determine product and promotion strategies
- Support marketing team with social media by providing images and banners
- Supply all graphics needed for company website and marketing campaigns
- Handle multiple projects with specific attention to detail
- Transfer large files via Dropbox or FTP software
- Organize photo shoots, create props, select and direct models
- Take product and cover photos for print catalogs and the web
- Maintain accurate inventory in order to meet all shipping demands
- Fulfill all orders via UPS WorldShip and Endicia Platinum Shipper
- Create websites using an online website builder
- Teleprompter on video shoots

Graphic Designer 4/1997 – 1/1998

Security Applications, Inc., Valhalla, New York

- Designed all company brochures and advertisements
- Updated and modified all advertising and promotional materials in a timely manner
- Created layout for trade show booth

Technical Trainee in General Artwork 11/1994 – 3/1995

Design and Commercial Partner, Hamburg, Germany

EDUCATION

Bachelor's Degree Hamburger Technische Kunstschule, Hamburg, Germany
(Technical Art School of Hamburg) 9/1991 - 9/1994

Art school projects included:

- Corporate identity for a clothing company
- Magazine layout for a travel destination
- Storyboard layout for a beverage company
- Information package for a trade show

Graduated Höhere Handelsschule, Hamburg, Germany
(Business School) 9/1989 - 6/1991

Graduated Realschule, Neu Wulmstorf, Germany
(High School) 9/1985 - 7/1989

CONTACT

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Online Portfolio:

www.SteffijoDesigns.com

SKILLS

InDesign

Photoshop

Illustrator

Photography

Drawing and painting

Attention to detail

Great communication skills

Handle multiple projects

Well organized

Deadline oriented

Work independently
or as part of a team

Teleprompter

LANGUAGES

English

German