

# Stephanie Grammens

Graphic Designer | User Interface | UX

## EDUCATION

DePaul University, Chicago, IL

**Masters of Science in Human-Computer Interaction**

Saint Mary's College, Notre Dame, IN

**Bachelor of Arts in Communications, Art, & Advertising**

## CAREER

**Business Owner**

*Current*

**The Sketchy Pumpkin, LLC,**

Elmhurst, IL

- Successfully created a business specializing in over 500 custom designed stationery items, books, print design, and handmade goods.
- Managed the brand's social media presence and built a loyal customer base leading to daily sales.
- Author and Illustrator of four children's books, others in progress
- UX/ research to identify market trends, consumer needs
- Increasing sales 50% each year, over the span of three years
- Executed marketing campaigns with increasing open and click through rates
- Created engaging videos directing customers to shop website

**Freelance: Branding / Graphic & Print Designer / UI Designer**

*2016-2021*

Remote

- Beautiful Unique Leggings
- The Mill Museum, Willimantic, CT
- Leander Independent School District, Austin, TX
- North Shore School District 112, Highland Park, IL
- IASPA, Illinois Association of School Personnel Administrators
- Illinois ASBO School Business Essentials

**UI Designer/ Web Editor**

*July 2010-2016*

**Oak Park School District 97,**

Oak Park, IL

- Built & maintained 11 of the districts websites
- Integrated and maintained social media communications
- Researched & executed website, newsletter, and district's technology plan
- Created the RFP process for new CMS from concept to completion
- Used school software such as; PowerSchool, Revtrak, & Applitrack
- Trained and Supported PTO & staff
- Designed logo, pamphlets, booklets, certificates, official documents, etc.

## SKILLS

- Brand Development and Management
- Research and Development
- Writing & Editorial
- Story Design
- Print Layout
- Email Marketing
- Sales and Business Development
- Social Media Management
- Video Editing
- Project Management
- Data Analysis

## SOFTWARE EXPERIENCE

- Adobe Creative Suite
- Figma
- CSS
- HTML
- Shopify
- Etsy
- LightBurn (laser)
- Sketch
- Procreate (digital illustration)
- Google Drive applications
- Microsoft Office (PowerPoint, Excel)
- Constant Contact
- Survey Monkey

**Manager, Communications & Technology**

October 2014-June 2015

- Responsible for the development of a marketing plan for the Foundation
- Design & implementation of e-newsletters & print products
- Launch & manage the Foundation's new web site

**New Trier Educational Foundation,**  
Northfield, IL

**WORKING KNOWLEDGE**

- Cold Fusion
- Python
- Java

**Senior Web Programmer/Designer**

September 2008-April 2010

- Built event websites for Merchandise Mart events with Cold Fusion
- Maintained 200 websites in a team of five
- Created/designed marketing emails for events
- Integrated efficiency-based content management programs
- Migrated websites and emails onto CMS to enable staff to edit daily
- Managed & led training for colleagues
- Consulted with marketing department on web analytics and budgets
- Created interactive graphic elements for website

**Merchandise Mart,**  
Chicago, IL

**Web Producer/Social Media/Ad Manager**

August 2007-June 2008

- Managed an in-depth entertainment news website
- Created celebrity micro-sites, headers, slideshows, email promos, & interactive games
- Specifically chosen for unique & time-sensitive projects
- Moderated chat rooms
- Organized live chats with celebrities & sponsors
- Edited videos for the web
- Organized with producers for live show segments
- Photographed celebrities & segments to integrate onto the website
- Executed major sponsors' requests: Goody, Calphalon, Sunsilk, Dove, Suave, Overstock.com

**NBC Universal Studios, Inc.,**  
Chicago, IL

**Web Interface Designer**

May 2005-August 2007

- Designed/updated Multiple B2B Engineering Websites
- Saved company revenue by creating microsites instead of outsourcing
- Designed web ads for sponsors
- Email Marketing, created 20-30 newsletters a month
- Delegated & coordinated work to artists, editors, ad production etc.
- Officiated live webcast events tied to major sponsors: Siemens, Honeywell...
- Created web reports for sales to use with sponsors
- Coordinated the rebranding and programming of the Plant Engineering website

**Reed Business Information,**  
Oak Brook, IL