

# STEPHANIE CARDENAS

## VISUAL DESIGNER



### Phone

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### Website

[stephcardenas.com](http://stephcardenas.com)

## EDUCATION

### User Experience Design Immersive Program

General Assembly / NY / 2020

### Masters in Human Resource Management

Stony Brook University / NY / 2018

## SKILLS

### Design Expertise

- Typography and layout design, branding, and digital / print design
- Strategically-driven marketing and visual storytelling
- Motion design basics, video editing, social media marketing, and retouching

## PROGRAMS

- Mastery of Adobe Creative Suite: Photoshop, Illustrator, InDesign
- Advanced proficiency in Figma

## BONUS SKILLS

- Drone operation and photography
- Financial literacy and interest in wealth management

## PROFILE

Versatile and detail-oriented visual designer with 4+ years of professional design experience specializing in advertising, digital marketing, and strategically-driven designs across various platforms. Passionate about crafting impactful, innovative, and pixel-perfect visual solutions. Expert in bringing brand visions to life through conceptualization and execution across digital and physical channels.

## WORK EXPERIENCE

### Visual and Event Designer

Blackstone / March 2022- Present

The firmwide marketing team at Blackstone oversees a wide range of projects and strategies focused on strengthening the Blackstone brand and supporting our business groups.

- Produce high-impact visual assets for performance marketing campaigns, including paid social ads, display ads and marketing collateral for advisor and client acquisition
- Create engaging designs for email templates, pitch decks, white papers, digital ads and event collateral
- Collaborate across global teams to maintain on-brand solutions throughout events, social graphics and design systems

### Visual Designer & Videographer

Wonder Integrated Group / Dec 2020 - March 2022

Boutique integrated marketing agency specializing in meaningful marketing for their clients.

- Played multiple roles including Graphic Designer, UI Designer, videographer, social media manager, and drone pilot
- Developed diverse marketing materials such as newsletters, brochures, banners, websites, print ads, event collateral, and illustrations
- Utilized motion designs and basic video editing for social media campaigns and sizzle reels