

STEPHANIE CARDENAS

VISUAL DESIGNER



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EDUCATION

User Experience Design Immersive Program

General Assembly / NY / 2020

Masters in Human Resource Management

Stony Brook University / NY / 2018

PROFILE

Visual designer and creative passionate about big ideas and bringing brand visions to life. I have extensive experience in advertising & digital marketing with a heavy focus on strategically-driven design and content creation for social and digital platforms.

QUALIFICATIONS

- VISUAL DESIGN (PRINT AND DIGITAL)
- TYPOGRAPHY AND LAYOUT DESIGN
- BRANDING AND BRAND IDENTITY
- EMAIL MARKETING
- MARKETING STRATEGY
- SOCIAL MEDIA MARKETING
- RETOUCHING

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.

- Execute accurate and on brand solutions across both digital and print mediums
- Build and lead BIG ideas across our busy schedules of Blackstone-hosted signature events and industry sponsorships.
- Collaborate with creative directors, art directors, designers, artworkers, events, content, and production teams across all global regions to develop best-in-class solutions, visuals, and environments for Blackstone and our partners.

PROGRAMS

- PHOTOSHOP
- ILLUSTRATOR
- INDESIGN
- RETOUCHING
- FIGMA

Visual Designer & Videographer

Wonder Integrated Group / Dec 2020 - March 2022

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

- Within the marketing agency I played multiple roles; Graphic Designer, UI designer, videographer, photographer, creative director, social media manager and drone pilot.
- Developed marketing materials including print ads for newsletters, brochures, banners, and website design utilizing illustration and design software.
- Coordinated with clients on the guidelines and requirements in order to ensure the quality and accuracy of the design.