

# Stephannie Mah

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## WORK EXPERIENCE

### Anheuser-Busch InBev

Oakland, CA

Senior Graphic Designer

Nov. 2020 – Current

- Developed engaging marketing and promotional advertisements and campaigns, such as wraps, posters, or stadium promotions, utilizing software Photoshop, Illustrator, InDesign, and CorelDraw, generating additional sales revenue compared to regular business weeks within ~4-8 weeks of campaign start.
- Collaborated with cross-functional Sales & Marketing teams and an average of 15-20 clients per month to develop new on-brand visual elements and creative concepts, achieved a first draft acceptance rate of over 90%.
- Liaised with Public Relations, Sales, and Marketing to design new Point of Sales materials and provide creative assets for specific brands (Budweiser, Bud Light, Golden Road, Elysian, Stella, Michelob Ultra, Ghost, Amino Energy) spearheading the design process by offering multiple solutions in conceptual layouts and themes.
- Formatted print and web application designs for media with event-ready graphics in preparation for special events (The Oakland Coliseum, The Castro Valley Car Show, Golf Tournaments, Rodeo Shows), resulting in additional brand exposure and increased sales.
- Created personalized art for 160+ customer accounts within Photoshop, Illustrator, InDesign, and CorelDraw, modeling a variety of design choices to engage unique clientele, achieving a 100% customer satisfaction rate.
- Leveraged proficiency in design software to efficiently design 10-15 email blasts, catalogs, posters, and other promotional material each month.

### Dolphin Graphics

Castro Valley, CA

Graphic Designer

Aug. 2013 - Nov. 2020

- Researched design concepts for projects, prepared 10-15 branding/ product packages and marketing materials for point-of-purchase displays, constantly collaborating with the lead designer to exchange ideas.
- Created and developed ~10 innovative brand identities and 2-3 websites per month, to elevate, differentiate and drive on-brand initiatives, while maintaining and monitoring additional 5-10 websites with the target audiences.
- Designed graphics for print collateral, digital collateral, promotional products, and apparel within the software with an acceptance rate of more than 95%.
- Designed 1-3 large format graphics for 7-10 projects at a time for interior/exterior signage, banners, vehicles, and wall murals per week, managing up to 10 print projects simultaneously.
- Coordinated and collaborated with 7-10 team members including 3-4 other designers, delegating duties, facilitating idea sharing and brainstorming sessions to create artwork and proof layouts for clients each week.
- Set up video and recording devices, photographed or recorded utilizing a Canon DSLR to illustrate product variety for brochures, banners, and signs.

## PROJECTS (Full list of Projects available on my [website](#))

### Dolphin Graphics

Castro Valley, CA

Graphic Designer

- Urban Shield (Yearly Law Enforcement training program); Led a team of 5 creating Posters (Adobe Photoshop And Adobe Illustrator), magazines (Adobe InDesign), Photo Editing (Adobe LightRoom/ Adobe Photoshop), and promotional products (key chains, USB drives, cups, apparel) (adobe photoshop and adobe illustrator).
- City of Hayward (Vehicle Graphics); Designed layout (adobe photoshop and adobe illustrator), cut vinyl text and vehicle numbers (used graphtec plotter and signlab software).

## EDUCATION

### San Jose State University

San Jose, CA

BFA in Graphic Design

## SKILLS

**Technical Skills:** Adobe CC (Photoshop, Illustrator, InDesign, LightRoom, Premiere Pro, After Effects), CorelDraw, SignLab, Figma, CMS (Joomla, WordPress, Open Cart), Basic HTML/CSS, Typography, Color Theory, Print Media, Digital Media

**Languages:** English, Korean (Intermediate conversational)