

STEPHANIE
SILVERA

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EMPLOYMENT

Bloomberg Media | Senior Graphic Designer

2015—Current

Design and art direction on 360 global custom content campaigns that include web, print and video. I collaborate with editors, photographers, illustrators, social media and video producers to create compelling stories for our clients, and work with strategists and sales to concept ideas for new pitches.

Develop creative solutions that support and drive business growth with Bloomberg Media's marketing department across media platforms. Responsible for concept, design and production of all projects. Establish and execute brand packages and overall look and feel for advertising sales and marketing including print collateral, presentations, brochures, trade advertising campaigns and event design.

Clients include: 3M, Mercedes-Benz, Bank of America, Zurich, Rackspace, Empire State Development, Citrix, USPS, American Red Cross, Calvert, CME Group, Cadillac, Bloomberg Businessweek, Bloomberg Pursuits and Bloomberg X.

Patricia Spencer Design | Senior Designer

2013—2015

Agency creative lead in art direction and brand identity for clients in the restaurant and hospitality industries. Work included design for logos, print collateral, packaging, signage, environmental graphics and websites. On a daily basis I interacted with clients, programmers, vendors and photographers; managed project workflow, mentored junior designers and maintained in-house marketing initiatives.

Clients included: 5 Napkin Burger, Pier A Harbor House, URBO, Pure Green Juice + Smoothies, Food Matters, The Marker Hotel, Bacchanal Restaurant, TAP 415, Butcher & the Farmer, Open Kitchen, Saratoga Juice Bar, Cuisine Studios, Sushi Star, H&H Bagels and Harvest & Grounds.

Trevelino/Keller | Senior Designer & Director of Social Media

2011—2013

Brand identity, graphic design and presentation design for clients and the agency. Creative lead for designing print collateral, websites, infographics, e-newsletters, online marketing campaigns and presentations. Led a design team and managed all creative projects working directly with clients to achieve their project goals. Art direction for photo shoots and collaborated with web programmers to execute web projects. Published, monitored and analyzed all agency social media platforms and blog accounts. Created, monitored and updated reports on social media activities.

Advised the social media team on ways to increase social media presence, generate creative content for social media platforms, executed the firm's social media strategy to achieve long-term marketing goals. Wrote agency blog posts and coordinated publishing schedule.

Silvera Design | Art Director & Designer

2009—2015

Worked with various companies to develop their brand identity and created materials to support their marketing objectives. Projects typically included designing or redesigning the company identity and print collateral, front-end website design and working with programmers to take websites live. I also sourced photographers and provided direction for photoshoots, handling all sourcing of printers and other manufacturers, delivering the final product directly to clients. Created high-end digital and print presentation materials for meetings and conferences in Power Point and Keynote. Helped clients write copy for marketing material or sourced a copywriter. Provided marketing support through the design of e-newsletters and social media campaigns. Shot and edited videos of company projects for online use.

Clients included: Bchord Design, Trevelino/Keller, PIVOT Marketing, Clearlight PR, Ampersand Goods, Bill Voss Law Firm, Nellya Fencers, Rowdy Clothing & Shoes, Guy Gunter Interiors, Pink Moss Clothing, PAR Church Builders, The Florida Public Transportation Association and IM4Transit.org.

Smallwood, Reynolds, Stewart, Stewart and Associates Inc. | Graphic Designer

2006—2009

Created print and interactive presentations for Architects and Interior Designers to present to clients; rendered plans, elevations, 2D drawings and designed environmental signage and wall displays. Developed a plan rendering style for firm-wide use. Also, developed marketing material to promote the firm and attract new clients.

EDUCATION

Savannah College of Art & Design BFA, Graphic Design
University of Southern California Communications

2003—2006
2001—2002

COMPUTER SKILLS

Photoshop, Illustrator, InDesign, After Effects, Lightroom, Sketch, Ceros, Wordpress, Verse, Basic HTML, Keynote, Microsoft Office: Word, Excel, Power Point