

STEPHANIE ALECCIA

ART DIRECTOR & DESIGNER

EXPERIENCE

MRM

SENIOR ART DIRECTOR | MARCH 2019-PRESENT

- New business conceptualization.
- Client-facing and pitching.
- Rebranding to create a memorable look, feel and tone for a client in a saturated market.
- Social media content creation and strategy, including paid and organic ads, and video animation.
- Video creation from concept, story boarding, direction on set, to final production.
- Onboarding team members from remote work environment.
- Work with strategy team to make sure client is following trends where appropriate.

IPG MEDIABRANDS

ART DIRECTOR | MARCH 2016-MARCH 2019

- Lead art director for the Chrysler brand; art director for FIAT and Alfa Romeo.
- Rebranded the Chrysler Instagram page as we shifted to a new strategy and saw fan growth of 242% in 2018.
- Lead art director for Chrysler Pacifica social video series, featuring Kathryn Hahn; received 27MM impressions, 89K engagements, and 8.3MM video views.
- Design static and animated social media posts, tailored to each social platform.
- Concept, prop style, shoot and edit photos for local photo shoots.
- Ideate social video productions and work with local and national production companies on set and throughout post.
- Design and pitch client-facing decks and contribute to new business pitches.

CAMPBELL EWALD

ART DIRECTOR | AUGUST 2014-MARCH 2016

- Strategic CRM designer on the USAA Bank COSA team, which created over 500 pieces of new CRM per quarter.
- Designed responsive emails, static and animated online ads, animated GIFS, variety of print material, and direct mail pieces.
- Concepted and pitched broadcast spots, created storyboards and animatics and made casting decisions.

OTHER EXPERIENCE

ZOYES CREATIVE GROUP

Graphic Designer | March 2014-August 2014

ART VAN FURNITURE

Graphic Designer | April 2012-March 2014

MSU ALUMNI ASSOCIATION

Graphic Designer | May 2011-August 2011

EDUCATION

MICHIGAN STATE UNIVERSITY

Bachelor of Arts | Studio Art-Graphic Design

Specialization in Design | Advertising

SKILLS & INTERESTS

Adobe Creative Suite

After Effects

Lightroom

Figma

Photography and Post-Production

Presentation Deck Design

Storyboard Design

Broadcast and Social Media Video Production

Editorial Design and Layout

Print and Out-of-Home Design

Calligraphy, Letterpress, Screen Printing

Public Speaking

Sales and Customer Service

AIGA Detroit Portfolio Day Panel Speaker and Portfolio

Reviewer for 3 Years

Assistant Scout Master for First All-Female Troop in

Scouts of America

AWARDS

Sundance Film Festival Original Art Feature, 2019

AIGA Detroit Centennial Chair Designer, Winter 2013

Mid-Michigan Gold & Merit ADDY recipient, Spring 2011

ADDY People's Choice Award recipient, Spring 2011

MSU Design Contest for College Students, Special

Section 2nd place winner, Spring 2011

AIGA Detroit Spring 2010/11 exhibition participant

William J. Lowe scholarship recipient, Spring 2010

*References available upon request