

STEPHANIE ESCOBAR

Creative Director

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PROFESSIONAL SUMMARY

A results-driven Graphic Designer and Creative Director with 15 years of experience in branding, illustration, and web design, specializing in developing large-scale commercial display concepts and high-impact visual strategies. Expert in fostering high-performance creative environments and leading cross-functional teams to deliver designs that directly align with brand objectives and drive business growth.

PROFESSIONAL EXPERIENCE

St. Nick's Christmas Lighting & Décor (2019-Present)

- Pioneered and Directed the entire cross-functional Marketing and Design team, managing the execution of all branding, print, digital, and product packaging for multi-million dollar commercial and wholesale markets.
- Oversaw end-to-end production of high-profile design projects, including large-scale, fantastical installations (e.g., 12-foot custom ornaments for City of Long Beach installations) and artistic renderings for major clients.
- Drove creative strategy for digital platforms, conceptualizing and creating unique visual content including website overhauls, social media assets, and key print media.
- Championed team growth and skill development, mentoring staff to promote a positive and high-performance culture necessary to manage a heavy project load.
- Collaborated directly with sales and account teams to ensure creative solutions met client requirements and accelerated project goals.

Trinidad Coffee Co. (2016 – 2019) Senior Graphic Designer

- Managed the complete brand overhaul and design system, delivering comprehensive brand identities and new packaging designs for the specialty coffee industry.
- Worked closely with executive leadership to align creative direction with overarching business goals, ensuring a consistent and elevated brand presence.
- Designed and executed robust multi-platform marketing campaigns, including digital/print ads, product photography, and dynamic trade show graphics, significantly boosting brand visibility.

Light & Life Christian Church (2015 – 2016) Graphic Designer

- Designed all core visual materials for church branding, event promotions, and digital communications to support community outreach.
- Developed cohesive visual storytelling strategies that were key in enhancing community engagement and participation.

CORE COMPETENCIES

Adobe Creative Suite (Photoshop, Illustrator, InDesign, Lightroom), Procreate, Canva, Microsoft Office Suite, Web Design, Typography, Concept Development, Branding, Traditional Drawing & Painting, Photography, Illustration.

EDUCATION

Grand Canyon University Master's in Psychology 2017-2019

University of California, Irvine Bachelor of Arts in Psychology 2004-2009