

# 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