Soleri Stephan Graphic & Brand Designer

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CREATIVE PROFILE

Graphic & Brand Designer with a digital marketing background, bringing creative vision and technical precision to print and digital campaigns. Specializing in translating complex brand strategies into distinct visual identities that resonate with modern audiences, while continually building technical expertise and streamlining print and digital production workflows.

PROFESSIONAL EXPERIENCE

Marketing Graphic Designer, Eulerity Sep 2023 - Present

Career Progression: Design Intern → Associate Graphic Designer → Marketing Graphic Designer

- As the sole designer responsible for all marketing, sales enablement, and customer success initiatives, I directed a comprehensive brand redesign, developed the official brand guidelines, ensured brand consistency across all materials, and delivered over 250 projects on time or ahead of schedule.
- Developed production-ready event collateral, including booth displays and sizzle reel videos for major conferences like IFA (4,000+ attendees), and designed still and video digital ads for over 20 unique client brands, including Uber Eats, European Wax Center, Sylvan Learning, and The UPS Store.
- Spearheaded end-to-end digital marketing efforts across strategy, copywriting, and design, launching targeted email outreach campaigns sent to 3,000+ prospects and creating social media campaigns for combined audiences of 10,000+ followers to drive lead acquisition and strengthen brand recognition.

Lead Brand Designer & Strategist, Soleri Skye Studios Jun 2021 - Present

- Led comprehensive brand transformations for startups, small businesses, and non-profits (including pro bono work for a charity for underprivileged children), from initial strategy, concept ideation, and design through revisions to final delivery of official brand guidelines and scalable asset libraries.
- Crafted cohesive digital and physical systems spanning custom website design, logo and brand identity creation, presentation decks, social media templates, and an extensive suite of production-ready print assets including business cards, signage, stationery, and promotional swag.

Graphic Design Assistant, Arizona State University Mar 2023 - May 2024

- Designed a wide variety of print and digital formats, including posters, T-shirts, tote bags, hanging and retractable banners, and social media graphics in strict compliance with ASU brand standards.
- Created logos and promotional merchandise distributed to over 5,000 students for high-impact campus health initiatives, including a wellness expo, adaptive athletes training, and intramural sports.

EDUCATION

W. P. Carey School of Business | Barrett, The Honors College at Arizona State University GPA: 4.0

B.S. Marketing (Digital and Integrated Marketing Communications), Spanish Language Minor

KEY SKILLS

Design: Adobe Creative Suite (Ai, Ps, Id), Figma, Canva, Layout & Typography, Grid Systems & Typography, Color Theory, Brand Architecture & Systems, Bleed & Margin Setup, Multi-Page Layout, Modular & Social-First Design, Presentation / Deck Design, Campaign Concept Development, Attention to Detail

Technical & Strategy: Print & Digital Production Specs, File Formats, Color Modes & Resolutions, Digital Asset Management, UI/UX & Web Design, Rapid Prototyping, Brand Strategy & Positioning, Competitive Analysis, Email Builders, Microsoft 365, Jira, Monday.com, HubSpot, Notion, DropBox

Other Skills: Fluent in Spanish, Professional Singer, Harp Player, Photographer, Painter, Pickleballer, Yogi