

# Soleri Stephan

Junior Art Director & Brand Designer

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## CREATIVE PROFILE

Junior Art Director & Brand Designer with a digital marketing background, utilizing AI and innovative design systems to execute high-impact, visually compelling campaigns. I specialize in translating complex brand strategies into distinct visual identities that resonate with modern audiences. I am dedicated to evolving my technical expertise and streamlining workflows to transform concepts into cohesive visual narratives.

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## PROFESSIONAL EXPERIENCE

**Lead Brand Designer & Strategist, Soleri Skye Studios** June 2021 - Current

- Directed comprehensive brand transformations for small businesses and startups by conducting competitive audits and devising visual strategies that aligned unique identities with market positioning and client goals.
- Designed cohesive visual ecosystems—including full-scale branding, UI/UX-focused web design, and high-impact print collateral—built on rigorous typography standards, intentional color theory, and brand architecture.
- Managed the full creative lifecycle for a diverse client roster, overseeing everything from initial conceptualization and pitch decks to the delivery of production-ready asset libraries and brand guidelines.

**Associate Marketing Graphic Designer, Eulerity** July 2024 - Current

- Directed the end-to-end visual identity and brand standards for an AI-driven startup, serving as the sole designer responsible for all marketing initiatives, sales enablement, and customer success materials.
- Hand-selected for a three-person AI-native team to pioneer generative workflows, scaling campaign production while maintaining rigorous design standards and optimizing email configurations for peak KPIs.
- Developed a suite of brand-standard templates to scale and streamline internal processes, while implementing modular, social-first design systems for a comprehensive website redesign.

**Marketing Graphic Design Intern, Eulerity** September 2023 - June 2024

- Produced high-impact digital advertising assets for a diverse portfolio of clients, including Uber Eats and The UPS Store, ensuring strict adherence to established brand guidelines and performance standards.
- Developed the visual identity for the company podcast and ideated social media content through competitor research, while designing digital sales decks and print-ready conference collateral.

**Graphic Design Assistant, Arizona State University - Sun Devil Fitness Complex** March 2023 - May 2024

- Collaborated with cross-functional stakeholders to translate complex visions into innovative design solutions, executing high-impact print and digital assets in compliance with ASU brand standards.
  - Produced highly crafted layouts focused on advanced typography and image manipulation, utilizing client feedback to refine visual narratives that drove student engagement and brand recognition.
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## EDUCATION

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

B.S. Marketing (Digital and Integrated Marketing Communications) | GPA: 4.0

Spanish Language and Literature Minor | Entrepreneurship and Innovation Certificate

W.P. Carey Leaders Academy | Phi Beta Kappa Honors Society | ASU Moeur Award | President's Award

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## KEY SKILLS

**Design & Art Direction:** Adobe Creative Suite (Ps, Ai, Id), Figma, Layout & Typography, Color Theory, Brand Architecture & Systems, Modular & Social-First Design, Campaign Concept Development

**Technical & Strategy:** Generative AI Workflows, UI/UX & Web Design, Print & Digital Production Specs, Email Builders, Rapid Prototyping, Brand Strategy & Positioning, Competitive Analysis, A/B Testing