



Stephanie Tujetsch

Email: stephanie.tujetsch@gmail.com | **Phone:** 724-777-3474 | **Portfolio:** steph-tujetsch.com | **Location:** Aliquippa PA, 15001

Summary

Detail-oriented **Graphic Designer and Creative Strategist** with 10 years of experience across in-house and freelance environments. Passionate about solving communication challenges through thoughtful, impactful design spanning branding, digital media, and marketing collateral. Combines intuitive creativity with analytical insight for visually driven results.

Professional Experience

Hazel Technologies

Graphic Design & Media Manager, November 2022 — Present

- Led and executed all creative projects including sales collateral, social media graphics, paid media ads, iconography, video editing, trial and case study white pages, and presentation and template design.
- Was a key stakeholder in the company's rebrand in 2023, and expanded the brand over the following year.
- Redesigned the company website and worked with developers to implement. Maintained and updated the website afterwards.
- Led creative direction and design on exhibition and trade show presence, designed a new suite of trade show collateral and brochures, and edited the new company overview video that highlighted product benefits for a suite of 15+ crops.
- B2B email campaign planning, execution, and tracking. During campaigns, sent 2 emails a week to segmented audience with an average open rate of 37% and an average click rate of 15%.
- Spearheaded branding and marketing for a consumer packaging product to launch 2026.

Snow Joe + Sun Joe

Digital + Multimedia Design Manager, August 2017 — October 2022

- Art Directed and produced twice daily livestream shows, product and brand videos, and social media content. Organized and edited video projects.
- Led design of the yearly 200-page product catalog.
- Acted as Assistant Producer and Art Director on 4 D2C DRTV commercials. Saw 89% YOY increase in product sales following the airing of TV spots.
- Designed landing pages for DRTV products and supported UI/UX team on corporate e-commerce site design and maintenance.
- Wrote e-commerce website content, product descriptions, video scripts, email copy and subject lines, press releases, and packaging copy.
- Led the company's weekly email marketing and campaigns. Directed a team of digital designers on execution. Revamped and streamlined the email template, with a 52% increase in engagement YOY.

Freelance Design

Design Director, May 2013 - Present

- Led brand strategy and design for multiple companies — agriculture robotics, artisanal teas, clothing brands, and others. Executed new brand identity across UI/UX design, patterns, social media templates, email templates, stationary, collateral, and iconography.
- Worked with a 100+ year-old company to revamp their sales collateral package, powerpoint template, and other marketing resources.
- Designed, sourced materials for, and created scalable templates for consumer packaging on retail shelves.

Education

The University of the Arts

Bachelor of Fine Arts, Graphic Design (3.8 GPA), 2012 - 2016

Awards: UArts GD Citation on Senior Thesis - 2016, Printing Excellence Award - 2016, Dean's List 2012 - 2016

Skills

- Expert in the full Adobe Creative Suite
- Proficient in design tools like Webflow, Canva, Figma
- Skilled email marketer with working proficiency in Mailchimp, BeePro, Klaviyo, and Salesforce Marketing Engagement
- Multi-channel marketing expert with working experience in DRTV, B2C, B2B, Paid media, Email, and Social media
- Expert in multiple areas of design include print, digital, packaging, white pages with tangible working experience
- Strong leader with a focus in project management, art & creative direction, file organization, and time management
- Proficient in Microsoft Office Suite