



# Stephanie Tujetsch

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## 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