

# Stephanie Adams

GRAPHIC DESIGNER // ART DIRECTOR

## Experience

### Publicis Groupe, Design Director

Chicago, Illinois // September 2021 to Present

- Leading strategic and conceptual design initiatives for Tier 1 (>12M net revenue) and Tier 2 (>6M net revenue) Global New Business pitches across Publicis Groupe's prominent suite of media agencies, including Spark Foundry, Zenith Media, Starcom, and Digitas.
- Serving as the Design Lead and managing teams of senior designers and design managers throughout the pitch process, ensuring cohesive and creative pitches. Leading curated teams through the visual execution for new business pitches. Notable wins including Coca Cola, Hershey, Paramount, Keurig Dr. Pepper, H&M, and Rocket Mortgage.
- Developing and implementing visually compelling pitch deck templates and presentations that elevate the conversation between Publicis and prospective clients, showcasing a keen understanding of brand aesthetics and market trends, while enhancing the content.
- Designing captivating and impactful work for diverse mediums including landing pages, emails, pitch decks, case studies, and social media posts that contribute significantly to internal and external visual communication strategies.
- Elevating brand engagement by crafting advanced design strategies for major Global Media Reviews.
- Spearheading new initiatives, including a monthly mentorship platform and an AI Tips & Tools workshop, to share unique skills and techniques, ensuring the team provides a bespoke approach to each opportunity

### Evolve Healthcare Marketing, Graphic Designer

Chicago, Illinois // August 2019 to September 2021

- Collaborating with a team of digital marketers, writers, editors, and designers to deliver comprehensive, data-driven digital marketing services to our diverse clientele
- Designing digital ads for retargeting, display, and mobile marketing; showcasing a meticulous and conceptual approach to visual communication that aligns with client objectives.
- Creating visual landing pages and overseeing website updates, ensuring a cohesive online presence and optimal user experience.
- Developing impactful designs for diverse mediums, including emails, pitch decks, case studies, and social media posts to enhance to each clients digital footprint.
- Contributing to the strategic increase in new patient acquisition and retention rates within the competitive landscape of our clients' operating markets. Consistently adapting to emerging trends and evolving industry dynamics.

## Contact

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## Education

### University of Tennessee at Chattanooga

Chattanooga, Tennessee

Bachelor of Fine Arts, Graphic Design

## Involvement

### Marwen, Associate Board Member

Spring 2023 to Present

Supporting Marwen's growth by aiding in their fundraising initiatives, and supplying outreach throughout Chicago.

### She Runs It, Member

Fall 2022 to Present

Attending events that strengthen career development and participating in programs.

### AIGA Chicago, Member

Fall 2019 to Present

Attending lectures and events to advance and continue my design education.

// References Available Upon Request.