Stefanie Kielbasa

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### Skills

* Firm understanding of marketing (product,
price, promotion, distribution, and benefit as they relate to advertising).
* Print production and pre-press (Image reproduction, color specification, file preparation procedures, and binding and finishing techniques).
* Understanding of ADA rules and guidelines as they relate to wayfinding systems and environmental graphic design.
* Front end web design and coding
(UX, HTML, CSS, JS, PHP)
* Adobe Creative Suite
(InDesign, Illustrator, Photoshop, etc.)
* Basic Video Editing and Grading
(DaVinci Resolve, Premiere Pro, After Effects)
* Microsoft productivity software
(Word, Excel, PowerPoint, Outlook, etc.)

### Education

The Art Institute of Tampa – Tampa, Florida

BFA in Graphic Design, 2012

Marchman Technical Education Center – New Port Richey, Florida

Vocational Certificate in Web Design, 2008

Vocational Certificate in New Media Technologies, 2008

### Experience

A Design Link • January 2021 – January 2024

**Sr. Web Developer** *responsible for*

* Wireframing and web design
* Interaction design and front-end web development
* Performance optimization
* SEO/Crawler optimization

Bluleadz • April 2014 – December 2020

**Sr. Web Designer** *responsible for*

* Wireframing and digital mockup
* Front-end web development
* Digital publication (design and deployment)
* Performance optimization
* Designing and building for accessibility

The Home Shopping Network, October 2012 - September 2013

**Production artist** *responsible for*

* Designing and maintaining retail signage
* Concept and design for direct mailers and other collateral
* Preparing documents for print
* Creating and deploying web graphics

Wetstone Media, April 2012 – November 2014

**Freelance graphic designer** *responsible for*

* Web design and front end coding
* Development of reusable web framework
* Branding

The David A. Straz Jr. Center for the Performing Arts, Apr. 2012 – Oct. 2012 / Nov. 2013 – Feb. 2014

**Intern/In house designer** *responsible for*

* Designing promotional materials and signage
* Working closely with the marketing department to ensure proper messaging
* Designing for user interaction

Crafts by Joy, March 2008 - Present

**In house designer** *responsible for*

* Designing and printing all collateral
* Developing and maintaining ecommerce website
* Creating sales and promotional signage

**Crafter** *responsible for*

* Creating store merchandise

Kumon of Port Richey, August 2007 – February 2009

**Assistant** *responsible for*

* Instructing children in math
* Grading students’ home and class work using a company specific grading system
* Organizing and filing documents in preparation for data entry
* Assessing inventory and stocking

Pelliccio’s Village Bakery, August 2004 – September 2008

**Driver’s Assistant** *responsible for*

* Loading and unloading delivery trucks
* Inventory and order tracking
* Customer service and invoicing

**Packager** *responsible for*

* Packaging and sorting product
* Maintaining a sanitary work environment
* Quality control