

Stefani Palmer



★ GRAPHIC DESIGNER

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EDUCATION

Bachelor of Fine Arts (BFA)

California Institute of the Arts
Valencia, California

SELECTED THEA AWARDS

The Making of Harry Potter Studio Tour
at Warner Bros. Studios *Leavesden, UK*

Fernbank NatureQuest at Fernbank Museum
of Natural History *Atlanta, Georgia*

**Abraham Lincoln Presidential Library
and Museum** *Springfield, Illinois*

**The Ford Rouge Factory Tour and
Greenfield Village** *Dearborn, Michigan*

FREELANCE ACHIEVEMENTS

Universal Studios Hollywood

GRAPHIC DESIGNER – PLACEMAKING

Created graphic wraps to re-brand Shrek food carts to seamlessly blend in with the land. Took accurate field measurements and worked with sign shop to produce consistent color output. Produced digital mock-ups of various signage and wayfinding throughout the Park and CityWalk to figure out the best placement and sizing, then developed final artwork for the sign shop.

GRAPHIC DESIGNER – ENTERTAINMENT

Responsible for the creation of construction barricades throughout the Park from the building of Central Plaza through the Harry Potter opening. Worked with off-site vendor to establish working methodology to direct print graphics onto 4'x8' plywood sheets and ensure color accuracy. Art directed photo shoots for visual assets for the barricades. Upgraded various graphics and signage for French and New York Streets. Generated holiday overlay mock-ups.

Avery Dennison

GRAPHIC DESIGNER

Worked with in-house design team to re-brand all Marketing Communications for the company. Assisted in creating new brand guidelines for roll-out and supervised internal departments for compliance. Created multiple Year In Review documents and presentations. Art directed and produced Human Resources' restructuring presentation.

2014-2016

Favilli Studio

SENIOR GRAPHIC DESIGNER

Developed overall corporate brand strategy, created style guide and devised assets for designers to stay on-brand. Designed and produced concept books, marketing materials, digital presentations and logos for various projects. Conducted image research, created and managed visual assets library and created overall tone and manner packages for themed environments. Maintained website updates. Managed and supervised freelance designers, coordinated with artists, writers and art directors.

2013-2014

RIVA Creative USA

GRAPHIC DESIGNER

Responsible for development of theme park-wide Schematic Design and Design Development graphics packages for Motiongate Dubai. Development included: research, sketching, design and refinement, page layout, color and materials call outs, basic measurements and plan location for over 150 signs and scenic graphics throughout the theme park.

2003-2016

Snowflake Studios

ART DIRECTOR & GRAPHIC DESIGN CONSULTANT

Freelance graphic designer producing graphics, signage and presentations for a vast array of clients and brands, including:



1999-2003

BRC Imagination Arts

SENIOR GRAPHIC DESIGNER

Responsible for the day-to-day duties and workflow of all graphics for the Creative Department and Marketing, including proposals, presentations and concept books. Envisioned and implemented new marketing strategy, redesigned all promotional materials and marketing collateral. Developed trade show graphics, oversaw press checks and worked with outside vendors to stay on budget.

SOFTWARE

	Photoshop		PowerPoint
	Illustrator		Word
	InDesign		Excel
	Acrobat Pro		DreamWeaver
	Keynote		HTML/CSS