



# STEPHANIE HARON // ART DIRECTION & DESIGN

Leads in designing dynamic and engaging visuals to deliver compelling messages and strengthen their meaning. Guides and mentors creative staff in producing high-impact design solutions for responsive websites and web apps, social media and marketing campaigns. Excels at presenting creative design strategies to cross-disciplinary teams. Intuitively adapts to new technology and innovative processes. Exceptional organizational skills and strong work ethic ensure projects stay on track and on time in order to meet all deadlines.



832.867.2944

## PROFESSIONAL EXPERIENCE

### PUBLICIS SAPIENT

Art Direction & Design, Contract  
NYC | Remote | 2022-2023

#### JENNY CRAIG ACCOUNT

- Directed the development of UI designs and prototypes clearly illustrating how the Jenny Craig web app looks and functions.
- Mentored and guided the design team in identifying and solving UI/UX challenges.
- Re-imagined and built a branded UI kit for a responsive web app and native app.

#### EDWARD JONES ACCOUNT

- Art directed LeadGen team, leading digital designs across multi-platform campaigns.
- Refined user experience for gated content, increasing prospects by 3.4% in one month.
- Teamed up with accessibility specialists and legal review department on content with highly-regulated design requirements.

### EXPEDIA GROUP

Art Direction & Design, Contract  
Remote | 2021-2022

- Developed interactive multimedia stories improving employee engagement by 10% within three months.
- Guided stakeholders in understanding the best way to visually appeal and clearly convey messaging for online learning.
- Identified pain points, set goals and made design decisions that benefited both the users and the business.

## ADDITIONAL CLIENTS (2003-2020)

AllianceBernstein

Bank of America

Barclays

Bloomberg Philanthropies

BNY Mellon

Boston Consulting Group

Cambridge Savings Bank, Harvard Square

CBRE

Columbia University

Guggenheim Partners

IBM Watson

Incisive Media

Jack Morton

J.P. Morgan Chase

Juice Pharma

Kelsey-Seybold

Ketchum Digital

Macy's

Major League Baseball

Major League Soccer

Marina Maher Communications

Massachusetts College of

Pharmacy and Health Sciences

Moody's Analytics

NBCUniversal

Proskauer Rose

Sotheby's

Suffolk University

Tufts Health Plan

Universal McCann

## TECHNICAL SKILLS (MAC & PC)

**ADOBE CREATIVE SUITE:** InDesign, Illustrator, Photoshop, Animate

**WEB:** Figma, Sketch, InVision, WordPress, HTML5/CSS3, SaaS

**EMAIL MARKETING:** Eloqua, ExactTarget, Pardot

**MICROSOFT OFFICE:** PowerPoint, Word, Excel

## EDUCATION

### PARSONS SCHOOL OF DESIGN

Online | Current | Certificate, User-Centered Design (UI/UX)

### HARVARD EXTENSION SCHOOL

Online | 2019 | Certificate, Evidence-based Nutrition

### THE ART INSTITUTE OF HOUSTON

Houston, TX | 2003 | AAS, Graphic Design

## AWARDS & RECOGNITION

MarCom Creative Awards Platinum Winner

Featured as an "Alumni Success Story" in Art Institute publications