



stephanie  
**MATOS**

GRAPHIC DESIGNER • ART DIRECTOR

## CONTACT



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stephanie-matos.com



631-885-4387

## SKILLS

- **Specialties**

Web Design  
Mobile & Responsive Design  
GIF Animation  
Email Marketing  
Digital & Social Advertising  
Art Direction  
Retouching  
UX/UI

- **Expertise**

Beauty & Cosmetic Industry  
Ecommerce  
Adobe Creative Suite  
Multitasking Expert

## EXPERIENCE

- **Art Director | Senior Web Designer**

KISS Products, Inc.

9/2017 - Present • Port Washington, NY

- Digital design lead for imPRESS Press-on Manicure including ecommerce assets and social media content
- Working closely with a team of graphic designers, photographers, videographers, stylists, and outside agencies to produce artwork and photo content
- Collaborate with members of the marketing team including copywriters and ecomm specialists to develop creative solutions for digital advertising campaigns
- Create photoshoot concepts and moodboards, attend model castings, involved with every step of the creative process from start to post-production work
- Design website banners, landing pages, paid social ads, email blasts, social media content
- Retouch package and model images

- **Graphic Designer**

Dermelect Cosmeceuticals

7/2013 - 9/2017 • Hicksville, NY

- Photograph and retouch product images
- Design layouts for company brochures, postcards, sell sheets, public relations materials, advertising and other marketing materials
- Packaging design for products
- Create graphics and banners for the main homepage and related social media pages
- Daily website and social media maintenance
- Create email marketing communications including email blasts and newsletters
- Video content creation and editing

## EDUCATION

- **Fashion Institute of Technology**

BFA in Illustration

Summa Cum Laude • New York, NY

- **Briarcliffe University**

AAS in Graphic Design

Magna Cum Laude • Patchogue, NY