

STACY RADCLIFFE

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Highly creative **Graphic Designer** with diverse experience in design and art direction seeks creative and challenging position where all talents can be utilized. Dynamic team player who can think on her feet...Adept at multitasking...who does what it takes to get the job done. Highly skilled in client relations and building long-lasting partnerships. Accustomed to performing in deadline-driven environments with an emphasis on working within budget requirements.

Well versed in all current Creative Suite software (InDesign, Photoshop, Illustrator, Acrobat)

PROFESSIONAL FREELANCE EXPERIENCE

INCREMENTAL MEDIA *Art Director - Graphic Designer* July 2008 - Present

Successfully design and produce Insert Media and Print Ad solutions from concept through completion. Collaborate with client to create vision, conceive design and consistently meet deadlines. Coordinate with vendors to meet all project requirements. Expertly turns features into benefits to achieve objectives and increase client Return On investment (ROI).

FROST & SULLIVAN - *Graphic Designer* July 2012 - July 2020

Working in a fast paced environment, effectively design print and web promotions contributing to the success of the Operations and Marketing Teams. Projects include Event brochures, print ads, direct mail, posters, flyers, email blasts and banner ads.

BRAINSTORM STUDIO - *Graphic Designer* December 2010 - December 2012

Effectively design print and web promotions contributing to the success of client advertising objectives. Projects include print ads, direct mail, menus, posters, flyers, email blasts and banner ads.

CLEARVISION OPTICAL - *Graphic Designer* February 2011 - May 2011

Design sales and marketing materials for in-house creative group at leading designer, manufacturer and distributor of quality eyewear. Work with licensed brands including *BCBGMAXAZRIA, Ellen Tracy, Cole Haan, IZOD, Op, Jessica McClintock* and *Fisher-Price®* in addition to house brands, *ClearVision Collection, Junction City* and *Koodles*.

GREAT AMERICAN PRODUCTS *Art Director - Graphic Designer*

Craft concept and design of all promotional material including Dietary Supplement Catalogs, Label Package Design, Print Ads, Web Banners, Newsletters & Direct Mail.

LIFETIME BRANDS *Art Director - Graphic Designer* - February 2008 - March 2008

Achieved effective design work for preparation of trade show. Projects include large sign age and package design of multiple brand products including: *Farberware, KitchenAid, Nautica, Pedrini, Cuisinart, Roshco plus others*.

STAFF POSITIONS

PUBLISHERS CLEARING HOUSE *Part Time Senior Art Director* - July 2008 - October 2009

Design & Produce Print Advertisements: including creating rough layouts, Art Directing in-house photo studio for product photography and seeing ads through to completion for print vendor.

DOUBLEDAY/BOOKSPAN *Senior Art Director* - December 1992 - July 2007

Design and production of direct mail, advertisements, catalogs & corporate material from concept through printed piece. Conferred directly with editorial and marketing staff to brainstorm creative concepts. Responsibilities included photocomposing, illustrating, retouching and directing photography set-ups with in-house photo studio. Multi tasked numerous projects concurrently while maintaining strict deadlines and constraints of tight budgets.

EDUCATION

THE CENTER FOR DESKTOP PUBLISHING—Completed Training Program for HTML

Also completed Training Program for Image Ready & Dreamweaver

ASSOCIATION OF THE GRAPHIC ARTS/Evening School

SCHOOL OF VISUAL ARTS/Continuing Education

C.W. POST, Long Island University—**Bachelor of Fine Arts degree** with a concentration in graphic design