

# Stefanellie Saavedra

## Graphic Designer

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## SKILLS

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Adobe Creative Suite (Illustrator, Photoshop, InDesign), Blender, Figma, Online Proofing Systems, Photo Retouching, Bynder, Filecamp, Digital Asset Management, Google Office, Microsoft Office, Wrike, Click up, Asana, Slack, Microsoft Teams

## WORK EXPERIENCE

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### Physician's Choice | Denver, CO

#### Graphic Design Manager | Oct 2022 — Aug 2024

- Directed a \$200,000 annual creative budget and 20-project creative queue, delivering on-time assets that supported a three-year revenue growth of 153%
- Recruited and managed 4 freelance contractors, balancing team bandwidth and saving \$100,000 annually versus hiring full-time support
- Partnered with the Senior Project Manager to launch 15+ on-time brand, innovation, and cost-saving initiatives
- Executed packaging refresh of 3 product lines and the commercialization of 7 new SKUs
- Steered creative direction through a 2-year branding agency partnership
- Drove a key product line's growth from 17% to 25% of total company revenue, through strategic design with input from brand and marketing
- Mentored a Mid-level Designer towards their promotion into a Senior Designer role
- Rolled out a robust version-control system and documented creative SOPs that cut file-prep errors by 65% and halved onboarding time for freelance designers

#### Production Graphic Designer | Oct 2019 — Oct 2022

- Managed production-ready dielines and mechanicals for a 20+ SKU portfolio with zero print errors over 3 years
- Facilitated projects through internal approvals and pre-press processes
- Matched Pantone production inks for digital and off-set printing, including gradient file prep experience
- Oversaw vendor relationships and led on-site press checks for high-volume packaging projects
- Owned color management alongside the Quality team on every production run, ensuring long-term consistency
- Optimized 20+ Amazon and Shopify PDPs through iterative A/B testing, FDA compliant claims backed by clinical research, and brand refresh initiatives
- Coordinated packaging and retail display roll-outs for Walmart, Target, and Sam's Club launches, meeting every production date despite compressed timelines
- Redesigned the company's first Kids Probiotic, which increased click through rate by 50%
- Supervised CGI render production and product photoshoots, and maintained the asset library for PDP, sales, and marketing materials, ensuring alignment with version circulation dates

### Fly Communications | New York, NY

#### Graphic Designer | Jul 2018 — Jul 2019

- Produced and animated 10+ motion graphics videos for client campaigns, increasing audience engagement by 35%

- Designed and built 2 websites in collaboration with developers, and independently built 2 microsites using code-free platforms, accelerating creative timelines by 30%

### **Junior Graphic Designer | Jun 2016 – Jul 2018**

- Pitched unique design directions, logo drafts, and 360 campaign concepts for 15+ agency clients, as a means of project delegation and team brainstorming
- Photographed and composited 300+ client social media posts, supporting monthly engagement growth of 15%
- Developed a variety of print materials (sell sheets, booklets, packaging labels, brochures) and prepped 30+ print files for various clients, achieving 98% print accuracy

### **Viacom | New York, NY**

#### **Graphic Design Intern | Jan 2016 – Apr 2016**

- Drafted and presented 5 poster and logo concepts for internal brand events
- Streamlined creative team operations by completing 15 resizing and formatting tasks, improving turnaround time on internal deliverables

### **Raiders Drum Corps | Burlington, NJ**

#### **Visual Designer & Colorguard Instructor | Nov 2015 – Aug 2018**

- Coordinated end-to-end visual production (prop design, costumes, storyboarding) for 3 competitive summers, helping the team achieve top visual rankings
- Created seasonal social media content and merchandise that generated \$1,500 annually in fundraising revenue
- Trained 30+ colorguard performers (ages 14-21) in equipment manipulation, dance technique, and choreography, contributing to the organization's highest-scoring section for 3 consecutive seasons
- Led daily stretch and conditioning sessions for 50+ performers, maintaining injury rates below 10% over 3 years

## **EDUCATION & CERTIFICATIONS**

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- **Bachelor of Fine Arts · Graphic Design**  
School of Visual Arts · *New York, NY*
- **NSF Dietary Supplements Compliance Course**  
Completed April 2022
- **Google Project Management Certificate**  
Enrolled