

Stefanellie Saavedra

Graphic Designer

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SKILLS

Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects), 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

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
- Supported leadership by building pitch decks and presentations for current and potential clients

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

- **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