

STACY FINNAREN

Philadelphia, PA
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Experience

Visual Digital Designer

City of Philadelphia, Office of Innovation & Technology

January 2016 - present

I am responsible for the visual look of phila.gov. I transform research-informed concepts, prototypes, and sketches into visual design solutions that include websites, web pages, product graphics, social media graphics, and forms. I maintain a cohesive style guide and ensure that a consistent design language is applied across platforms.

Senior Interactive Designer

QVC

April 2012 – July 2015

I managed a team of Interactive Designers to develop, design and layout desktop and mobile solutions for all homepages, Social Media Platforms, Corporate and Special Events. I designed assets that included promotions, interface features, logos, typography, icons and color schemes. I art directed photo shoots and provided direction to a team of photographers and stylists.

Interactive Designer

QVC

August 2000 – April 2012

I was the lead designer for QVC.com Homepage. I worked with Developers, Copywriters & Designers to develop daily creative strategies. I art directed photo shoots which included selecting models & providing direction to a team of photographers and stylists.

Skills

Adobe CC (Photoshop, Illustrator, InDesign, Lightroom) Sketch, Axure, Figma, Canva, Logo Design, Photography, Lighting, Photo Retouching, User Experience Design, UI Design, Typography, Branding, WordPress, Art Direction, Social Media, PowerPoint, Microsoft Word

Education

Bachelor of Fine Arts, Photography – Kutztown University