

stefanie lutz

CREATIVE DIRECTOR & STORYTELLER

PROFILE

I believe brand connections are forged when people are given something of value that they can enjoy more than once. Today, that might be an interactive experience or social storytelling. Tomorrow it will be something else. But it's worth it for brands to build relationships with people, not just get them to buy something once. My proven history of achieving larger business goals stems from unlocking the true relationship of a brand with their audience. Because strategic and emotionally-resonant work makes every interaction more meaningful.

SKILLS

DESIGN THINKING

CONCEPT CREATION

VISION & MESSAGING

BRAND DEVELOPMENT

CAMPAIGN CREATION

UI & WEB DESIGN

CONTENT CREATION

ADOBE CREATIVE SUITE

EDUCATION

BFA COMMUNICATION ARTS

Virginia Commonwealth University

VCU Dean's List | 2004–2008

VCU School of the Arts Scholarship

VCU Dean's Scholarship

National Art Honor Society Scholarship

EXPERIENCE

CREATIVE DIRECTOR

2018 – 2020

Authentic // I spearheaded a growing team of 10+ thinkers and doers to create dynamic work that connected with all types of audiences. I established the breakthrough and complex ideas based on a deep strategic and empathetic understanding of brands and their core audiences. I would translate this into a clear creative vision and see it through until completion. I reviewed and approved art and copy developed by the team, ensuring deliverables effectively addressed strategic and business goals and challenges as well as reflect the brand's true essence. I collaborated with strategists and client relations to discover new opportunities and offer outside of the box solutions. I conducted brainstorming, workshops, and mentorship sessions to push the boundaries of storytelling and original content creation. Brands of note: National Geographic, Capital One, GEICO, Verizon, Nando's, Hamilton Beach, Kohler, Southern States, PAIGE denim, and Dominion Energy.

ART DIRECTOR

2016 – 2018

Authentic // I led a team of designers on projects to create original graphic content for brands' websites, social media pages, and other marketing materials from conception to completion. I conducted creative research to better understand brand objectives, target markets, and industry trends. This included leading brainstorm sessions to produce conceptual ideas as well as present all final work to clients. I determined the overall style in which a message was communicated visually to its audience. I reviewed the work of designers to give guidance and feedback and refine ideas, ensuring that all visual deliverables were truly representative of brands as well as sweated the small stuff like kerning, fonts, and accessibility. I managed and delegated responsibilities to other designers and provided clear artistic direction.

SENIOR DESIGNER

2014 – 2016

Authentic // I contributed in the brainstorming of concepts for design projects. I then saw out the final execution by collaborating with other creative team members. I would craft all design elements—from websites to moodboards to social imagery. I would maintain brand consistency throughout all creative projects, while also making recommendations how to optimize or improve to connect better with audiences. I would keep up-to-date with industry developments by attending conferences and classes to continue to push my conceptual and executional abilities.

SENIOR DESIGNER

2011 – 2014

HOHNER, Inc. // I was the lead in-house designer for 10+ brands under the historic HOHNER family of instruments. It was my responsibility to work directly with product managers to create cohesive brand materials at all levels—from visual brand development to product development to collateral and marketing efforts. Brands of note: HOHNER Harmonicas & Accordions, Sonor Drums, Lanikai and Kohala Ukuleles, and Green Tones Children's Instruments.