

Stephanie Robinson | Graphic Designer

PROFILE

Creative Visual Designer skilled in creating engaging digital assets, print collateral, product catalogs, and marketing materials that improve brand visibility. Experienced in collaborating with teams to ensure brand consistency, resulting in successful visual solutions and marketing campaigns.

CONTACT

805-657-3760
s3designmind@gmail.com

robinsondesignportfolio.com
Simi Valley, CA 93065



EXPERIENCE

Graphic Designer

The Guitar Center Company

Westlake Village, CA

09/2011 – 10/2025

- Proficient in creating digital visual communication solutions for web assets, landing pages, email campaigns, banner ads, and social media graphics, thereby enhancing brand visibility and messaging.
- Created product catalogs, in-store signage and advertising campaign material across Guitar Center's Enterprise Brands (*The Guitar Center Company, Musicians Friend, Music & Arts, and Woodwind & Brasswind*), enhancing brand visibility and engagement.
- Worked in collaboration with senior designers to develop and implement creative guidelines and toolkits that enhanced brand storytelling, resulting in increased brand consistency across all marketing channels.

Contract Graphic Designer/Production Artist

The Guitar Center Company

Westlake Village, CA

05/2010 – 09/2011

- Produce engaging printed materials, including product catalogs, direct mail campaigns, and in-store signage.
- Operated effectively within a team to ensure all designs adhered to brand standards.
- Acquired valuable experience in visual communication within a fast-paced, dynamic environment.

Contract Graphic Designer/Production Artist

Herbalife

Torrance, CA

03/2008 – 02/2010

- Successfully delivered high-quality design projects on tight deadlines in a fast-paced environment.
- Managed multiple projects simultaneously while maintaining attention to detail and brand consistency.
- Collaborated effectively with cross-functional teams to meet evolving project requirements and deadlines.

AWARDS

Outstanding Service Award – 2012

Recognized for consistently delivering cutting-edge product catalog layouts that enhance brand visibility and drive consumer engagement.

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EDUCATION

Bachelor of Fine Arts (B.F.A.) – Visual Communication-Web Design
American Intercontinental University
AIU Online

Bachelor of Arts (B.A.) – Art-Graphic Design
California State University
Northridge, CA

CERTIFICATIONS

12/2025 – LinkedIn Learning
Essential Skills in Adobe Photoshop 2025 Professional Certificate
12/2025 – Coursera.com
Design Fundamentals with AI

EXTENDED LEARNING

LinkedIn Learning

- InDesign 2025 Essential Training
- No-Code Planning Principles for the Web
- Learning Wix
- Figma Essential Training
- Photoshop 2024: New AI Features
- Adobe Firefly: First Look
- Learning After Effects
- After Effects CC 2023 Essential Training
- After Effects: Principles of Motion
- Bootstrap 5 Essential Training

SKILLS

Adobe Creative Suite

- Photoshop
- InDesign
- Illustrator
- After Effects
- Firefly
- Figma
- Web Design
- HTML5
- CSS3
- Wordpress

FUNCTIONAL SKILLS

- Typography and layout design
- Digital asset creation and optimization
- Print production processes and specifications
- Branding and visual identity development
- UX/UI design principles
- Color theory and color management
- Image editing and retouching
- Web design and responsive layout skills