



stephaniebrockway

DESIGN. DIRECTION. SOLUTIONS.

CONTACT

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Providing creative direction in branding, marketing and editorial design. A problem-solver at heart, offering seasoned design expertise, a collaborative nature, love of storytelling, and passion for transforming complex ideas and data into beautiful, valuable, and accessible content.

AWARDS

- Numerous editorial design awards from The Society of Publication Designers, Folio Magazine, and The American Society of Business Publication Editors over a 10 year period.
- Bronze AZBEE Award, Best Redesign for *Computerworld's* 2007 redesign.

ON THE SIDE

EDITORIAL DESIGN

Scottish Life 2012–Present

- Design and production for quarterly travel and lifestyle magazine.

BOOK PUBLISHING

The Mystic Phyles: Beasts

Charlesbridge Publishing, July 2011

- Conceived, authored, designed and co-illustrated middle grade fantasy novel.

EDUCATION

- BFA, Illustration 1989
Syracuse University
- Candidate for BFA,
Graphic Design 1985–88
Rochester Institute of Technology

SOFTWARE

- Adobe Creative Suite:
InDesign, Illustrator,
PhotoShop, Dreamweaver
- Microsoft Office
- WordPress, HTML, CSS
- vjoon K4™ Cross-Media
Publishing Platform

EXPERIENCE

GRAPHIC DESIGNER April 2012–September 2017

IDG Enterprise [Enterprise Technology Media, Data & Services Company]

- Oversaw design of all materials related to the IDG Enterprise brand identity.
- Redesigned and supported the IDG Enterprise corporate website in partnership with marketing team leaders and technical development consultants with an eye to optimizing content marketing for lead generation.
- Created marketing collateral (sell sheets, brochures, email newsletters, direct mail, presentations) to support sales staff across multiple brands.
- Designed logo and identity systems for new IDG Enterprise products and events.
- Transformed complex proprietary research data into engaging and effective infographics, presentations and social media marketing tools.
- Served as creative liaison on projects that required design collaboration between marketing, editorial, events and sales divisions.

DIRECTOR, CREATIVE & DIGITAL PUBLISHING January 2011–April 2012

Technology for Publishing LLC [Publishing Technology Consulting Firm]

- Provided creative oversight for all company branding and products.
- Managed consulting projects for large publishing clients. Created supporting documentation and tracked meeting schedules, training schedules, project milestones and deliverables across multiple brands.
- Delivered publishing software training and support to publishing clients using InDesign, InCopy and vjoon K4™ Cross-Media Publishing Platform.
- Directed tablet publishing workflow process for publishers introducing their brands to the tablet platform. Created training program and provided support, design and technical recommendations for file creation, storage, management, and workflow optimization.
- Created Technology for Publishing LLC branded training program, companion handbook and iPad app for Adobe® Digital Publishing Suite™

DESIGN DIRECTOR 2000–2009

ART DIRECTOR, ASSOCIATE ART DIRECTOR 1994–2000

DESIGN SPECIALIST 1992–1994

Computerworld [Enterprise Technology Media Company]

- Served as creative lead for all *Computerworld* editorial products.
- 10+ years art directing deadline-driven weekly technology news publication.
- Strategized with editorial team to create compelling and approachable story packages around complex technology concepts.
- Collaborated with a worldwide group of illustrators and photographers.
- Oversaw team of 2–5 editorial designers for 8+ years.
- Supervised annual art budget of \$200K+.
- Guided and designed two full in-house publication redesigns.
- Partnered with editorial leaders in implementing workflow overhauls and publishing system upgrades.
- Created original designs for, and art directed 3 adjunct magazines.
- Designed graphics and data presentation models for online story packages in concert with editors, developers, and web producers.