

Sandrine Stievenard
Senior Designer

650.921.3078
contact@sandrine-arts.com

sandrine-arts.com

summary

Highly motivated graphic, packaging, and web Senior Designer passionate about creating functional and unique designs. An expert of heigten years in brand identity, packaging, event, marketing campaigns and website design for clients in the cosmetics, food, retail, hospitality, eCommerce and high-tech industries. Experienced in managing teams on small and big projects from concept to production. Genuine team player who thrives when working with designers/communication teams as well as directly with clients.

experience

- February 2012 - Current **Marketing Senior Designer** at MarketLive, Petaluma, CA marketlive.com
- Created brand's new look and feel: collateral, responsive website, demos, email, print etc.
 - Project manage marketing campaigns, including third party supervision
 - HTML and CSS site maintenance
 - Tradeshow design, customer summit event design and planning
- June 2009 - 2012 **UI/UX Senior Designer** at FixYa, San Mateo, CA fixya.com
- Designed the UI for various parts of Fixya's website improving UX
- October 2005 - 2009 **Marketing Graphics Manager** at K/P Corporation and Raine Media, San Ramon, CA kpcorp.com
- Directed a team of freelance designers and supervised production teams responsible for marketing campaigns and brand continuity
 - Designed marketing campaigns from concept to launch
 - Created and managed K/P Corporation collateral material and website; won an IAM award for the K/P Corporation site
 - Created and managed Raine Media collateral and website: rainemedia.com
 - Contributed actively to the creation of concept and UI of new products and online services
- June 2002 - 2005 **Senior Designer** at Imagine That Design Studio, San Francisco, CA imaginethatsf.com
- Directed and supervised a production team, responsible for all web and print projects
 - Devised new marketing strategies for clients in search of new market segments
 - Managed the production of websites from concept to launch
 - Designed and oversaw the production of print material, packaging, and magazine advertisements
- August 2000 - 2002 **Web Designer** at Design Matters, San Carlos, CA
- Translated marketing and business requirements into UI design for large companies
 - Designed and facilitated the production of corporate websites and intranets
- January 2000 - July 2000 **Art Director** at CB'a, Paris, France cba-design.com
- Directed and supervised the design and production teams responsible for brand identity and packaging design
 - Created and oversaw packaging design for large consumer goods companies

clients

L'Oréal, Dior, 3Com, Bic, Colgate Group, Kronenbourg Group, Proctor and Gamble, Evian, Dannon/Danone Group, Pelino & Lentz, World Affairs Council, Sakura Canvas Concepts, Airgas, Hoefer & Arnet, Bridge Bank, Cora and Stock Supermarkets chain, La Française des Jeux (The French National Lottery), K/P Corporation, SP Métal (top plastics manufacturer), Belin, FixYa, Tango Diva and MarketLive.

education

Master's Degree in Graphic Design and Packaging at l'Ecole de Communication Visuelle, Paris, France.

skills

- Adobe Creative Suite, Acrobat Pro, FreeHand, Quark XPress, Microsoft Office, html, CSS
- Proven communication skills
- Proven project planning and organization skills
- Facilitate successful team work
- Productively coordinate multiple projects simultaneously
- Conversant with common UI and web standards
- Language: French, English and some Spanish