



# STEFANI WILKENS

CREATIVE DIRECTOR | GRAPHIC DESIGNER | BRAND STRATEGIST

stefaniwilkens.com | 925.640.0575 | stefaniwilkens@gmail.com

## EXPERIENCE

### FALCON CONSULTING & MANAGEMENT

Creative Director

January 2023 - Present

In my current role, I am responsible for leading a team of designers through the conceptualization and execution of branding, advertising, marketing, social media, and communications projects for a wide-ranging portfolio of companies in industries spanning real estate development, private aviation, and professional services.

### HDR

Creative Director

April 2019 - January 2023

As a Creative Director within HDR's Strategic Communications division, I led a team of creatives through the conceptualization and design of various large-scale projects including branding packages, social media campaigns, websites, and advertising campaigns. My work contributed to the expansion of HDR's services, the development of a practice group dedicated to accessible design, and the standardization of our branding and website design processes.

### PUSH DIGITAL

Design Director

January 2018 - April 2019

As the Design Director at Push Digital, I was responsible for the creative direction and design of various branding packages, social media campaigns, websites, and digital advertising campaigns. My work and leadership led to an expansion of Push's service offerings and helped deliver those services to new industries.

### MAGA DESIGN (NOW THROUGHLINE)

Graphic Designer

January 2016 - January 2018

In my role at Maga Design, I was responsible for the conceptualization, design, and production preparation of various deliverables including brand packages, large-scale infographics, publications, event materials, and other forms of print media design.

### GILDAN USA - GOLD TOE SOCKS

Graphic Designer

April 2015 - January 2016

As a designer at Gildan USA, I was responsible for various graphic and product design initiatives including branding, advertising, catalog layout, and packaging design. Additionally, I worked as part of a specially appointed team to develop and begin execution of a rebranding strategy for Gold Toe Socks.

## EDUCATION

### AUBURN UNIVERSITY

College of Architecture, Design and Construction

School of Industrial + Graphic Design

BFA in Graphic Design

Cum Laude

University Honors Scholar

## SKILLS

Adobe Creative Cloud

Figma

ChatGPT

Mural

Pastel

Microsoft Office

Wrike

## EXPERTISE

Branding

Advertising

Social Media

UI/UX

Packaging

Editorial/Layout

## ACHIEVEMENTS

### 2022

IAP2 Conference

Poster Session Presenter

Getting Social: Creating Authentic Connections in a Digital World

### 2018

Women of Auburn Industrial and Graphic Design

womenofauidgd.com

Recognized by Auburn University as an influential female alumnae.

### 2017

Behance Charleston Creative Jam Live Design Competition

People's Choice Award Winner