


STACY MAALOUF

GRAPHIC DESIGN PROFESSIONAL

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SKILLS

- Adobe Creative Cloud
(Photoshop, Illustrator, InDesign)
- Canva Design Software
- Template Design
- Digital and Print Content
- Typography & Layout
- Remote and In-house Collaboration
- Strategic Analysis & Planning
- Copy Editing/Writing
- Brand-building Strategies
- Relationships Building
- Exceptional Work Ethic

EDUCATION

University of California,
Santa Barbara
BA, Sociology and Philosophy

CERTIFICATION

The Art Institute
of California, San Diego
Graphic Design Certificate

PROFESSIONAL PROFILE

Creative, versatile and committed graphic design professional with extensive experience delivering a wide range of digital and print content

- Passionate about high-quality creative design and consistently contributing to brand growth
- Considerable experience working at software startups and skilled at learning methodologies
- Proficient in design of templates, stationery, announcements, invitations, book covers, identity packages and other marketing collateral

CAREER EXPERIENCE

Freelance Graphic Designer

Rocklin, CA | 2004-Present

Created templates and digital assets for various brands such as Shutterfly, Mixbook and Paper Culture, as well as designed advertisements, infographics, brochures and identity packages for organizations such as the California Farm Bureau Federation and others.

Contract Graphic Designer

Mixbook, Redwood City, CA | 2010–2021

Designed and developed hundreds of innovative and attractive stationery and book templates in line with user experience data and brand objectives

- Contributed to growth of organization from startup into multi-million dollar brand by modernizing template designs and developing countless best-selling designs, all while operating in a remote capacity and collaborating closely with in-house team
- Generated concepts by researching trends, examining data and developing mood boards

Senior Designer

Scrapblog, San Francisco, CA | 2008-2010

Created original content for Scrapblog and such brands as Disney D23 and Anna Griffin; mentored junior designers while ensuring brand objectives were met

- Delivered creative direction and executed graphic design of original content and stationery templates to be purchased by customers for use in online software program

ADDITIONAL EXPERIENCE

Graphic Designer (California Farm Bureau Federation, Sacramento, CA)

Graphic Designer (Bernard Hodes Group, La Jolla, CA)

Graphic Designer (Harwood Creative, San Diego, CA)