

# CHERYL N. STEVENS

CHERYL@CHERYLNSTEVENS.COM / email  
424 442 0227 / phone

---

## Experience

**FREELANCE CONTRACTOR, Various Industries:** Los Angeles, CA 2015 - Present

**Visual Communications Associate**

**Collaborate with stakeholders to develop visual publications and communications.**

- Work with clients to outline target audiences and develop marketing strategies, communicating clear and engaging messages.

**CENTRE FOR NEURO SKILLS, Healthcare:** Encino, CA 2017 - Present

**Designer**

**Work closely with project managers, writers, content experts and stakeholders to understand communication requirements for marketing materials. Conduct market research and create visual themes for special projects.**

- Produced poster, invite, one sheet, and newsletter templates for brand relaunch.
- Approve layouts of print collateral.
- Conducted visual competitive analysis, contributing to brand proposal.
- Designed website, brochure, and identity system for non-profit foundation launch.

**THE FUTUR, Continuing Education:** Santa Monica, CA 2015 - 2017

**Community Manager,**

**Forged and executed engaging social media posts, persuasive landing pages, and website content for target audiences, growing the company's client base.**

- Created graphics, wrote copy, shot photos and videos for web marketing and sales conversion funnel.

**INFINEON TECHNOLOGIES, Electrical Engineering** (acquired International Rectifier): El Segundo, CA 2015

**Creative Services Manager, Marketing Communications Department**

**Created assets for print and web design in accordance with visual identity standards. Executed production requests from Infineon employees.**

- Produced web banners and tradeshow material, optimizing images for digital and print platforms.

**INTERNATIONAL RECTIFIER, Electrical Engineering:** El Segundo, CA 2004 - 2014

**Creative Services Manager, Marketing Communications Department** 2009 - 2014

**Created, developed, and implemented long and short term strategic communications projects. Effectively met budget and time constraints, while using project management software to establish and maintain schedules and deadlines. Assessed complex written material and data, devising the best ways to present it visually.**

- Art directed external designers and marketing personnel, managing the production and delivery of comprehensive company products and services catalogs.
- Partnered with department heads, conceptualizing and developing print advertising template.
- Managed PowerPoint template visual branding, generating final template and creating content for key slides in presentations, helping sales tell the right story through visual elements.
- Sourced and reviewed the production of web images for corporate website to ensure they met IR's brand standards.
- Developed logos for individual product lines and corporate communications, promoting company initiatives and advancing brand awareness.
- Led animated gif web banners visual development, representing product lines' diversified end applications.
- Animated motion graphics and edited instructional videos to assist engineer driven initiatives.

# CHERYL N. STEVENS

CHERYL@CHERYLNSTEVENS.COM / email  
424 442 0227 / phone

---

## INTERNATIONAL RECTIFIER (continued)

**Graphic Designer, Marketing Communications Department** 2004 - 2008

Supported the development of the creative process from concept to commercialization. Designed customized graphics. Made decisions based on client feedback and branding guidelines. Liaison for print vendors.

- Compiled quote request and approved invoices to ensure projects were done within budget.
- Prepared files for pre-press and conducted press checks, ensuring quality and compliance before project deployment.
- Developed and maintained a process for tracking projects' progress and assets.
- Generated specialized selection guides and factsheets, meeting unique product marketing demands while upholding high quality production and branding standards.
- Customized panels and placards that were utilized by in-house and external designers for national and international tradeshow branding.

## Technical Proficiencies

**Primary :** Photoshop, InDesign, Illustrator, PowerPoint, Word, Acrobat

**Secondary :** WordPress, HTML, CSS, Excel, Keynote, SharePoint, Premiere

## Education

**UCLA:** Certificate in Marketing - Social Media, Digital Analytics, User Experience

**University of Michigan:** Coursework in HTML5 and CSS3

**Art Center College of Design:** BFA Graphic Design with Honors

**Wellesley College:** BA Anthropology