

## **Stefanie Haller**

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## **Education**

**University of Dayton**  
Dayton, Ohio  
May 2004 / Cum Laude

BFA in Visual Communication Design  
Concentration in Graphic Design  
Minor in Art History

**School of Visual Arts**  
New York, New York  
Fall 2006

Continuing Education Course  
Typeface Design with Ed Benguiat

**Studio Art Center International**  
Florence, Italy  
May - June 2003

Graphic Design, Interior Design  
and Art History courses

## **Skills**

Advanced knowledge of Adobe  
Creative Suite 4 – Acrobat Pro,  
Dreamweaver, Illustrator, InDesign,  
Fireworks and Photoshop

Knowledge of Microsoft Office  
2003 – Excel, Powerpoint and Word

Experience in HTML and Web  
Design, Photography (35mm,  
medium, large and digital formats)  
and Interior Design

Excellent skills in typography,  
informational and print design

## **Experience**

**Blue Cross and Blue Shield Association / Chicago, Illinois**  
Associate Consultant / November 2007 - Present

Produce innovative and effective marketing solutions for all areas of the Blue Cross and Blue Shield brand / Implement style guides focused on strong branding and consistent messaging / Create toolkits for distribution to the Blue Cross and Blue Shield independent companies containing customizable art files promoting various programs, assets, and health and wellness campaigns / Put into practice new applications — such as HTML e-mail and interactive PDFs — to enhance corporate communications / Instruct team members and account managers on technologies to aid client understanding / Directed photography shoots for the Walking Works and National Walk at Lunch Day 2009 advertising campaigns

**Theory LLC / New York, New York**  
Senior Graphic Designer / June 2004 - June 2007

Created and produced seasonal marketing tools including look books, signage, press kits and advertisements / Created and produced direct-to-consumer communication tools including both direct mail and e-mail communications / Created and produced special event needs including invitations, displays, gift with purchase products and specialty packaging / Enhanced the existing corporate identity of the Theory brand, including internal and external corporate communications / Individual development of logos, identity systems and brand fundamentals for affiliate apparel companies Helmut Lang (2006), Link Theory Holdings Inc. (2007) and Jean-Michel Cazabat (2007), and philanthropic affiliate the Theory ICON Project (2006) / Structured the corporate intranet's look and functionality / Experience with all aspects of pre-press and on-site print production

**University of Dayton Public Relations Office / Dayton, Ohio**  
Junior Graphic Designer / September 2003 - May 2004

Responsible for creating University documents encompassing mailers, posters and brochures / Worked in close collaboration with Art Directors to develop marketing and advertising solutions for the expanding MBA program

## **Affiliations and Achievements**

**American Institute of Graphic Arts, Professional Member / 2002 - Present**  
Cincinnati, New York and Chicago Chapters

**Urban Gateways, Arts Forum Member / 2009**  
Promote and support Urban Gateways' efforts to provide arts education programs to all children despite race or economic class

**GD USA – Graphic Design USA / 2009**  
American In-house Design Award

**Most Outstanding Graduating Senior in Visual Communication Design / 2004**  
Department of Visual Arts / University of Dayton, Ohio

**ALGA Cincinnati Origination Show / 2004**  
Merit Award for book concept and design

**Horvath Exhibition / 2004**  
Rike Gallery / University of Dayton, Ohio  
Poster design selected for inclusion in juried show