
stephaniefalaschetti.com



CURRENTLY

Freelance Art Director & Designer

(NOV. 2022 – PRESENT)

Hybrid creative with a background in art direction and design at award winning agencies. Excels in brand design, advertising art direction, campaign identity, experiential design, packaging design, typography, video art direction & more.

Stephanie Falaschetti
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Columbia College Chicago
Chicago, IL
BFA — Graphic Design

PAST EXPERIENCE

Edelman

ASSOCIATE DESIGN DIRECTOR (APRIL 2022–NOV. 2022)

Brand designer within Edelman's design department consisting of brand designers, experience designers, and new business designers.

Google

CONTRACT DESIGNER (APRIL 2022)

Was contracted by the events & experiences creative team to help design printed collateral for a YouTube Shorts activation at VidCon 2022.

VSA Partners

SENIOR DESIGNER (APRIL 2021–APRIL 2022)

Worked as brand designer with a heavy focus on brand and campaign design working primarily on Google and FYihealth Group Brands.

FCB, Design Group (D&AD'S 2020 DESIGN AGENCY OF THE YEAR)

SENIOR DESIGNER (SEPT. 2020 – APRIL 2021)

DESIGNER (MAY 2019 – AUG. 2020)

Collaborated heavily with FCBX, FCB's experiential marketing team to bring to life events from a conceptual and visual perspective. Additional responsibilities included brand and campaign identity, packaging design, web design and video art direction across FCB's diverse clientele.

FCB

ART DIRECTOR (OCT. 2017 – MAY 2019)

ASSOCIATE ART DIRECTOR (SEPT. 2016 – SEPT. 2017)

Art Director across 360 marketing efforts for Jack Daniel's family of brands. Projects included art directing online video content, photo art direction, event design and branding, national and global on and off-premise toolkit design, CMS content creation, and publication design.

Main Clients: Jack Daniel's Portfolio, Coke, Milk, Fisher Price, Boeing

Leo Burnett

ART DIRECTOR INTERN (JUNE 2016 – AUG. 2016)

Worked across multiple P&G brands with a focus on digital and in-store shopper marketing.

skills

Brand Design
Art Direction
360 Campaign Design
Experiential Design
Packaging Design
Publication Design
Photography
Video Editing
Motion Design
UX / UI Design
Illustration
Merch Design

bonus points

Columbia College
Academic Achievement Award

Can play Boys Don't Cry on
bass with my eyes closed

REALLY GOOD at working
from home

Oh hello,
what brings you all the way
down here?