

Hello!

I'm Stacie Kemp. I'm a Graphic Designer & Photographer with 16 years experience creating compelling marketing collateral in print, web, and multimedia formats for a large, multinational education and publishing company.

STACIESKEMP@GMAIL.COM

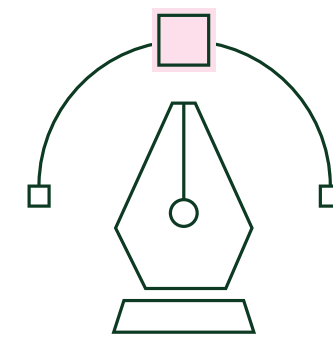
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Stacie Kemp

I'm passionate about transforming client ideas, from ideation through implementation, into beautiful and functional design solutions across print and web. Here's a bit of info to help you get to know me better.

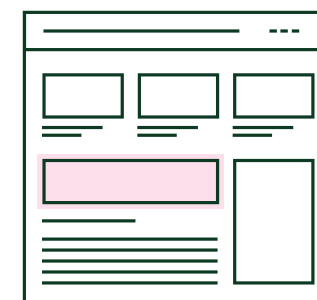
About me

What I do



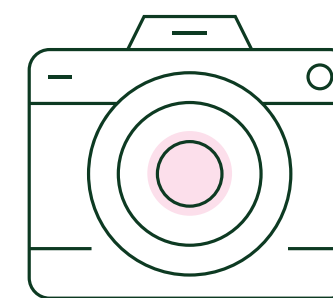
PRINT DESIGN

Brand Identity, Posters, Banners, Fliers, Case Studies, White-papers, Presentations, Illustrations, Icons, Infographics, Event Design



WEB DESIGN

Ads, Banners, Social Media Graphics, Animated Gifs, Website Wire-frames, Website Graphics, Photography Research and Selection



PHOTOGRAPHY

Portrait Photography, Product Photography, Culling, Photo Editing and Image Manipulation

Hobbies

I'm currently writing a book: ***Beauty in the Breakdown: How to be Okay When You're Not Okay***. It's a self-help "bible" with researched mind, body and spirit tips and techniques to not only alter your relationship with stress, but to thrive despite it.

Experience

PEARSON

SENIOR GRAPHIC DESIGNER | JULY 2010 - PRESENT

- » Created compelling design solutions from ideation through implementation across integrated marketing channels including print, web, email, mobile, social media and video, in partnership with cross functional teams
- » Acted as lead designer for 15+ North American marketing campaigns, conferences and events
- » Drove and participated in creative brainstorming, concept development and execution
- » Presented creative concepts and ideas to internal stakeholders, communicated the business rationale and garnered consensus
- » Developed and maintained guidelines for 5 campaigns with strong attention to detail and identity systems
- » Directed and oversaw the work of designers, videographers, and content specialists to ensure consistency
- » Identified as one of 9 top performers from ~120 to participate in Marketing's Key Talent Program
- » Researched, developed and presented proposal of programs to support employee development initiatives to the VP of Marketing and top executives
- » Oversaw development of two programs to facilitate cross marketing networking and knowledge sharing
- » Explored and implemented current design trends to continuously evolve the Pearson brand and further drive audience engagement while supporting the overall brand direction
- » Coached and mentored 3 Graphic Designers to improve overall effectiveness and efficiency of the team

GRAPHIC DESIGNER | JULY 06 - JULY 2010

- » Prioritized, managed and successfully completed multiple projects in tandem with strict deadlines on schedule
- » Guided Design Team processes to improve internal workflow and normalize team-wide design process and culture
- » Collaborated with the Proposal Department to regularly design 200+ page long format proposals with tight turnaround times
- » Transformed complex information and concepts into easy-to-understand graphs, charts, and infographics
- » Demonstrated flexibility and the ability to pivot quickly to meet the changing demands of a fast paced environment
- » Implemented feedback and efficiently translated it into focused, creative solutions

Skills

TECHNICAL

ADVANCED

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe Lightroom
Adobe Bridge
Google Suite
MS Office Suite

INTERMEDIATE

Adobe XD
Adobe Premiere Pro
Squarespace
Wix

WORKING

Adobe Animate
Adobe After Effects
Figma

Education

BFA / GRAPHIC DESIGN

University of Iowa

Experience Continued

STACIE KEMP PHOTOGRAPHY

OWNER | MAY 2006 - MAY 2016

- » Featured as a “Hot 100 Photographer” in *Senior Style Guide Magazine*
- » Created an individualized client experience for each photography session from first interaction through final delivery of portraits and products
- » Designed and maintained company website, blog and social media platforms
- » Planned and coordinated advertising campaigns and promotions
- » Scouted locations and provided solutions for customer photography needs
- » Prepared and maintained all photographic equipment for photo shoots including multiple cameras, lenses, DSLR cards, batteries and lighting equipment
- » Built a welcoming atmosphere and rapport with diverse customers to achieve high quality portraits
- » Captured portraits that are fun, creative and authentic to exceed customers’ expectations
- » Enhanced digital images with color correction and light retouching utilizing Adobe Creative Cloud Applications
- » Formulated pricing for services, products and packages to achieve sales goals
- » Managed clerical duties such as answering phones, handling all correspondence, scheduling on-location appointments, billing and payment processing, fulfillment of orders, book keeping and filing
- » Pursued opportunities for professional and technical development on a regular basis

IOWA MEMORIAL UNION

GRAPHIC DESIGNER | MAY 2005 - MAY 2006

- » Designed all promotional materials including signage, ads, displays, brochures and other visual collateral for the University of Iowa Information Center and Human Resources Department
- » Implemented designs from concept to completion including pre-press, printing, mounting, laminating and creating 3D displays
- » Coordinated and managed projects with local print and media vendors
- » Collaborated with clients and marketers to ensure satisfaction and coordinate upcoming projects

References

Available upon request

Portfolio

Posters & fliers

WORLD'S LEARNING COMPANY CAMPAIGN

Pearson is a global company whose brand has evolved significantly over my 16 year tenure. I'm comfortable working within a global branding system as well as campaigns within that brand.



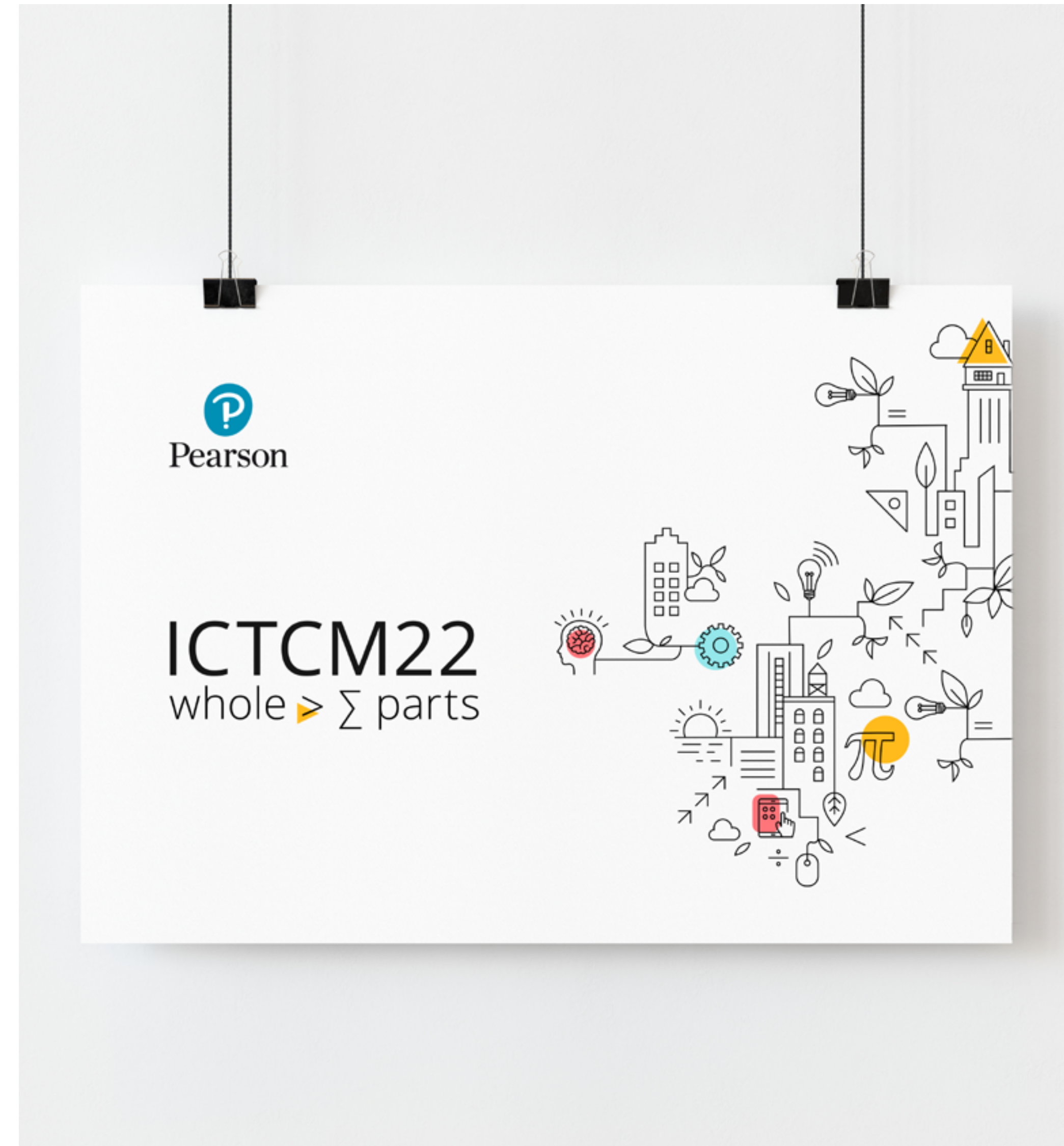
Portfolio

Conference campaign

WHOLE > SUM OF THE PARTS

During ICTCM's (International Conference on Technology in Collegiate Mathematics) 35 year course, thousands of attendees are immersed in learning technology for use in creating math learning objects and teaching math.

I worked with cross functional teams to develop both a tagline and look and feel for the conference each year. *Whole > sum of the parts* is about bringing community together centered around math and how we are better together. This was especially notable since it was the first in-person conference since the event moved virtual in 2020.



Portfolio

Swag box, stickers, buttons & welcome card

WHOLE > SUM OF THE PARTS

Each year, ICTCM attendees are given a swag box of goodies as part of their attendance. I worked with cross-functional teams to develop and design multiple pieces of collateral for the box each year.



Portfolio

Web graphics & presentation template

WHOLE > SUM OF THE PARTS

ICTCM is marketed via emails, ads and a website. Additionally, conference speakers are provided with a powerpoint presentation template to ensure a cohesive look and feel.



Portfolio

Campaign

LEARNING MAKES US

I led brainstorming sessions with a cross-functional team of writers, videographers, and marketers to develop *Learning makes us*, a campaign that appeared across multiple Pearson's North America Marketing initiatives and events.

Prior to production, the concept was market tested with 2 additional concepts out of 12 originally and received the highest positive feedback.



Portfolio

Campaign

LEARNING MAKES US

Learning makes us was used across multiple marketing channels and initiatives including websites, fliers, emails, videos and events. I developed brand guidelines to ensure consistency.



Portfolio

Campaign

IDEATE. CREATE. INNOVATE.

Pearson Developers Network (PDN) asked Creative to help them develop a campaign to build awareness around their infrastructure, support and tools.

I developed a concept using tangrams to visually convey the concept of the same pieces being used to build different solutions.



Portfolio

Event campaign

REIMAGINE

National Sales Meeting (NSM) is an internal Pearson conference attended by thousands of sales employees the first week in January each year. I brainstormed and developed multiple concepts, presented to various stakeholders and oversaw the development of hundreds of pieces of collateral for the chosen concept.

Additionally, I attended NSM to provide direct on-site design support to the events team, as well as assisted top executives with presentation designs.



Portfolio

Event campaign

REIMAGINE

NSM is held at different venues each year which require unique print solutions in addition to emails, ads, videos and presentations.



Portfolio

Conference campaign

REIMAGINED

Each year ICTCM has a new tagline and look and feel that is unique but yet still fits within the look and feel of Pearson's overall brand. The challenge is to stretch the limits of the global brand guidelines while still adhering to them.



Portfolio

Conference campaign

REIMAGINED

I oversaw the development of hundreds of pieces of collateral across web, email, video and print each year.

ICTCM is traditionally an in-person conference; however, we needed to pivot quickly in 2020 and 2021 to virtual only, requiring multiple quick turn adjustments.



Portfolio

Fliers

I've worked on hundreds of fliers, case studies, white-papers and brochures for various Pearson products and campaigns.



Portfolio

Illustrations & infographics

I've worked on hundreds of infographics and illustrations for various Pearson products and marketing initiatives. The illustration style for Pearson's brand has evolved over my 16 year tenure. I'm comfortable working in many different styles to fit within brand guidelines.

Pearson

Extend your reach

Online program management for colleges and universities

Online learning can help institutions serve new students, strengthen existing programs, build their brands, and achieve long-term growth. Pearson can help you identify uniquely valuable opportunities online: opportunities that differentiate your institution, support your mission, and help you compete successfully in high-growth markets.

Our data-driven, research-based approach address all aspects of online program delivery, integrating best practices we've mastered in partnership with more than 35 institutions. We help colleges and universities manage risk, recruit the right students, and support and inspire them through graduation. Most important, our business model is designed to ensure that we only succeed if our institutional partners do.

- An integrated marketing team** that generates more than 1.5 million leads per year
- Dedicated student recruiters** from a world-class team that places more than 2 million outbound calls each year
- Course development experts** who create or refresh well over 1,000 courses per year, leveraging today's best practices in learning design
- Learning innovators** who discover cost-effective, learner-centered, outcome-focused ways to apply emerging technologies such as IBM Watson and Microsoft HoloLens
- Comprehensive academic consulting**, including institutional, marketplace, and program viability analyses, curriculum reviews, and custom integrations
- Student advisors** who've achieved 85 percent retention among new students and 95 percent amongst returnees

Pearson

4 ways online tutoring can support your virtual classroom

Students today have more complex needs than ever before, often balancing competing demands, which can lead to extra pressure and stress. Personalized support services, such as an online tutoring service, help learners build their confidence so they're more likely to continue on with their chosen major and towards degree completion.

- 1. Learning to seek out support provides a valuable skill.**

Today's students often have competing demands from work, school, and family life. And as more and more classes transition to a full-time virtual learning environment, so many priorities can lead to extra pressure and stress, causing some to fall behind. Learning to seek out support services and leverage resources is an important skill in and of itself, and can help students succeed in both college and their careers.
- 2. Online tutoring increases engagement with course content.**

There is **supporting data** that shows increased student engagement and confidence as a result of having access to an online tutor. Since tutoring is usually initiated by the student when they encounter difficulty, have a question, or wish to have their work reviewed, it's a resource they use when they're focused and free from distractions — and, quite often, outside of class time.
- 3. Virtual tutors have a wide breadth of experience, meaning the right one can step in when you can't.**

Faculty members know their course materials best, but don't always have the time to work with individual students who are falling behind. Faculty can easily share the assignment goals, writing prompt, or other course details so that tutors can contextualize their instructional assistance with learner outcomes in mind.

For example, Smarthinking tutors employed by Pearson are experts who can view the same question the student is working on in real-time, using the 2-way screen sharing/whiteboard capability of Smarthinking.

About Smarthinking tutors		
90% have a master's degree or higher	average 12 years of teaching experience	expertise in over 150 subjects
- 4. Online tutoring lets you direct help to the students who need it.**

With tutoring services, faculty can directly message a student with a link to a specific tutoring session they recommend. Many courses also contain a "Connect to a Tutor" button that easily allows students to initiate a tutoring session.

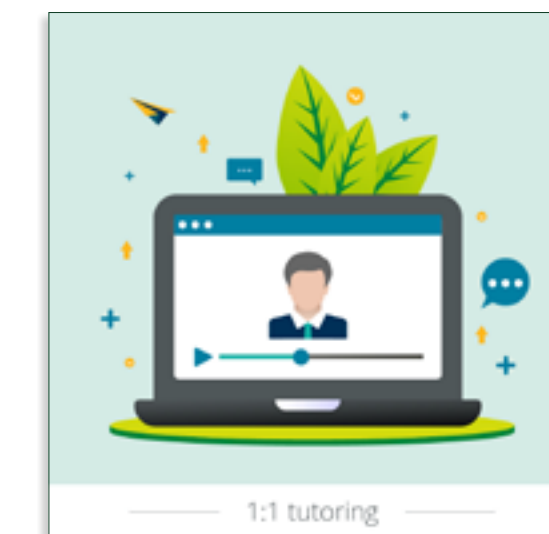
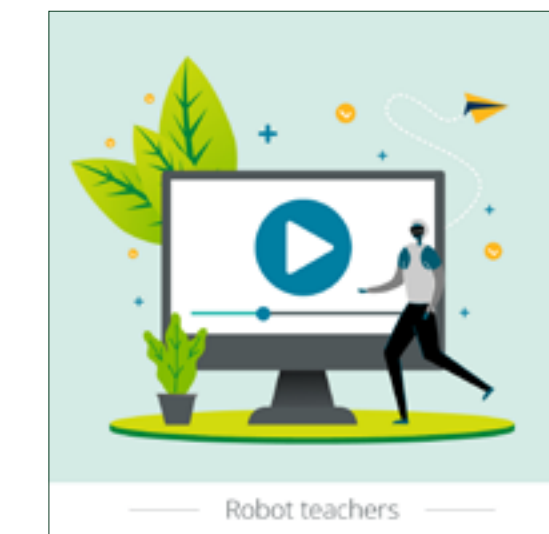
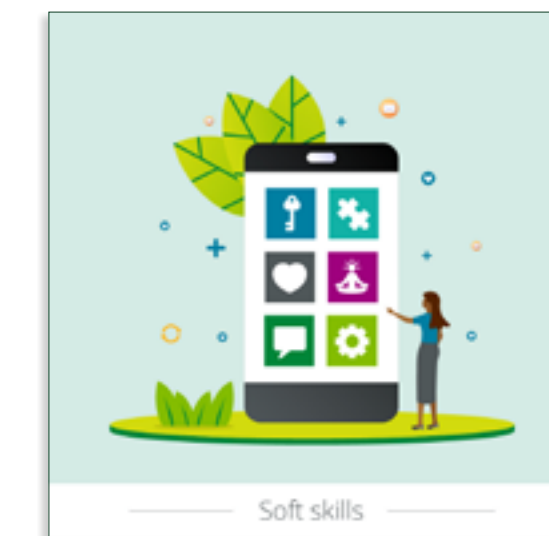
Contrary to what many may think, online tutors from services such as Smarthinking don't "hand out answers," but instead teach problem-solving strategies so that students learn to engage with content, breakdown problems, and build the skills to succeed on future assignments on their own.

Smarthinking combines 24x7 academic support in core subject areas, professional guidance for improving students' writing, and actionable data that help administrators and faculty optimize their engagement strategy with students. This personalized support helps students grow their confidence, build on their skills, and improve engagement, retention, and completion rates.

pearson.com/smarthinking

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smarthinking

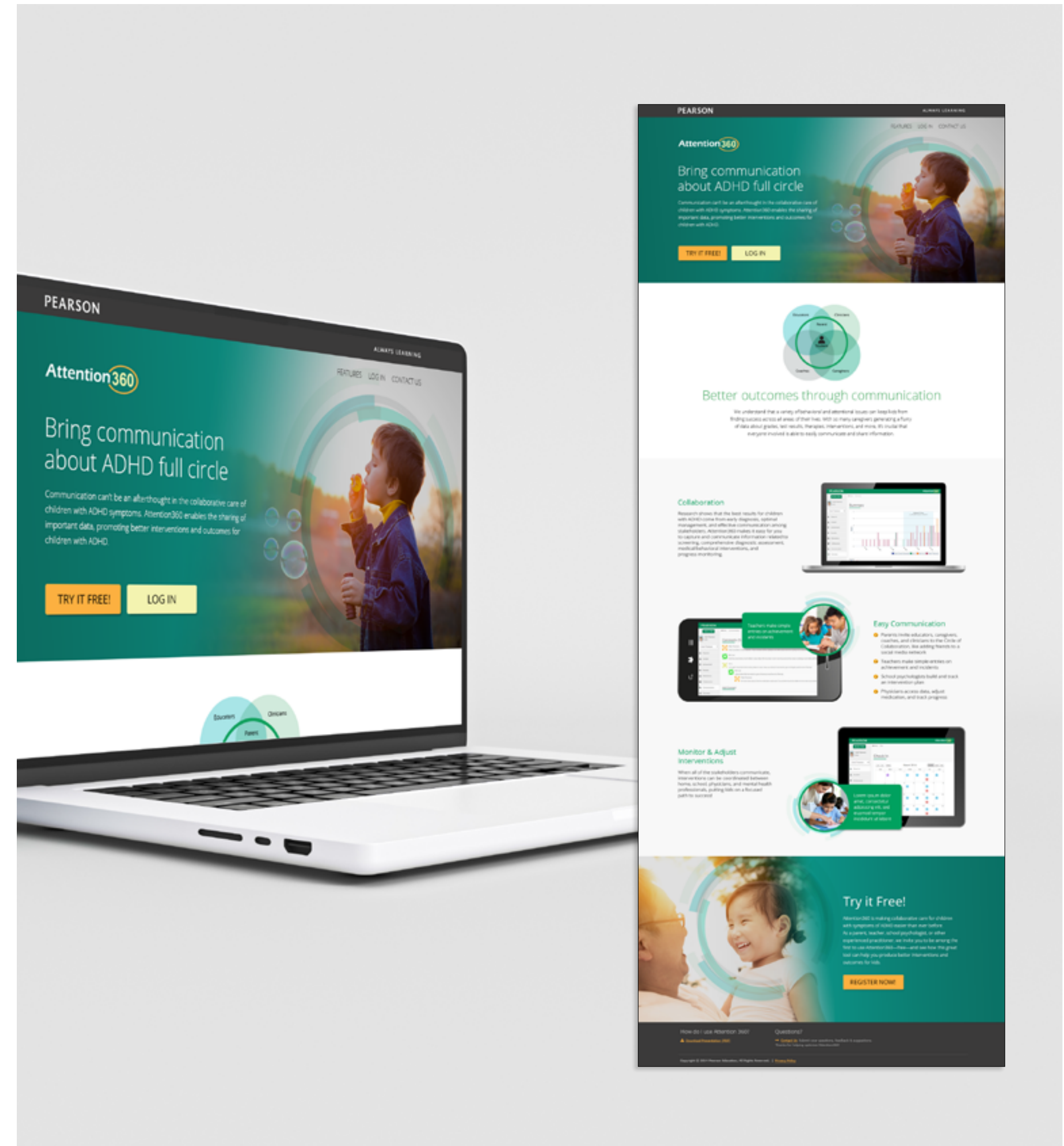


Portfolio

Website mockup & graphics

ATTENTION 360

Attention 360 requested a redesign of their website to unveil a new tagline “Bringing communication about ADHD full circle.” I developed a mockup of the overall look and feel and worked closely with web developers to provide graphics and oversee design of the final site.



Portfolio

Logo, branding & mood-board

QUILL & CUP

Quill & Cup is a community for women writers to challenge, grow and help one other. I worked with the founder to develop a logo and branding look and feel to execute her vision. She wanted the brand to be feminine, sophisticated, welcoming, and fun! It needed to include both a cup and quill. As a secondary element, a hedgehog is used as a mascot for the group. I developed a logo, sub-logo and Instagram mood-board with subtle nods to hedgehogs in both a fun pattern and photography.



Let's create together :)

I'd love to connect and explore how we can execute on your vision with compelling, creative solutions.



STACIEKEMPDESIGN.COM COMING SOON!

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