

Stacy Sibley

DESIGN & DIRECTION

(906) 360 • 2786

www.stacysibley.com

stacykaysibley@gmail.com

PROFESSIONAL EXPERIENCE

2021-2025

SAMSClub.COM *Art Director*

- Stays informed and on trend with industry standards, emerging technologies, and consumer behaviors. Maintain our brand's competitive edge while designing and consulting third party creative agencies
- Support high standards of quality and craftsmanship throughout the design and implementation process, ensuring that our experiences across all platforms and media types meet or exceed expectations
- Ideate, create, develop templates and implement digital design systems. Work with UX/UI and copywriting partners to build modules that live across our digital experiences in app, on desktop, and mobile.
- Possesses strong leadership and hands-on expertise to manage multi omni channel projects from inception to completion, ensuring timely delivery and alignment with strategic objectives
- Tailors visual experiences to optimize ecommerce shopping, affiliate promotions, paid social, organic social and in-store integrations that drive engagement and conversions

2018-2021

SAMSClub.COM *Senior Designer*

- Designs and conceptualize ideas for landing pages, emails, banners, social assets and print campaigns
- Supports the strategic alignment of design projects and assets under the guidance of senior creative management
- Collaborate with in-house strategists, executive marketing partners, creative producers, business owners, copywriters, and front end developers
- Presents swipes and inspiration in concept kickoffs for a variety of digital and print programs
- Involvement with photoshoots to ensure brand standards are being met on set and by third party agencies
- Explores concepts for upcoming events, seasonal holidays and promotions

2015 • 2018

PARTY CITY.COM *Senior Web Designer*

- Collaborates daily with creative director to effectively build major landing pages for our leading e-commerce brands
- Provide feedback, art direction, guidance and training to junior designers as necessary on visual design execution
- Designs for all devices, making mobile interfaces the priority to deliver business goals and strategies
- Partner with user experience designers and back end developers to ensure visual design enhances the overall user experience
- Teams with production, art directors, department directors, merchant assistants and program managers
- Optimize all files to FTP client and Scene 7 Marketing Cloud

2014 • 2015

PARTY CITY.COM *Web Designer*

- Creates high quality, compelling items including gateway pages, web banners, hero images, and social media items
- Translates daily marketing messaging to dhtml, selective and global banners for site wide promotions
- Collaborates with brick and mortar store signage to ensure cohesive brand campaigns across all platforms
- Conceptualizes creative solutions for customer facing imagery with wireframes and mock-ups

2012 • 2014

PARTY CITY.COM *Web Production Manager*

- Achieved promotion to Web Production Manager, managing workflow and process for the production team
- Collaborates with the CEO, EVP of Ecommerce, Director of Marketing, and Creative Director in weekly site design reviews and marketing kickoff meetings
- Directly manage and review team of nine production artists
- Communicates vision to stylists and prop stylists on set.
- Maintains relationships with creative agencies and manages contracted employees as well as tracks time

2010 • 2012

PARTY CITY.COM *Web Production Artist*

- Deliver pixel perfect retouching and image manipulation
- Maintain efficient workflow practices such as creating actions and optimizing batch image processes
- Act as a digital tech to the photography department
- Convert raw/high resolution digital photo files into web ready, e-commerce assets (clipping, size to specs, must integrate with existing assets, light retouching)
- Create templates based on our business brand guidelines

EDUCATION

B.F.A. Graphic Communication

Northern Michigan University, School of Art and Design

TECHNICAL SKILLS

- Advanced skill level in Adobe Creative Suite (Photoshop, InDesign, Illustrator, Scene 7 Administrator, Bridge, Lightroom, Portfolio, Dreamweaver, Flash, After Effects)
- Use of FTP: Fetch, Cyberduck, and Filezilla
- Experience with prototyping tools (Figma, Sketch, InVision)
- Excellent professional photography experience including SLR camera use and lighting equipment knowledge
- Proficient in both Macintosh Operating Systems and Microsoft Windows (Outlook, Excel, Powerpoint, Word, Teams)
- Familiar with Workfront
- Competent in HTML

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PROFESSIONAL REFERENCES

Maggie Gilkey

SAM'S CLUB

Associate Creative Director

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Monica Rettke

SAM'S CLUB

Creative Director, Copy & Content

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Laura Sudweeks

LAURA SUDWEEKS DESIGN

Creative Director

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CLIENT REFERENCES

Katie Gray

AURORA FITNESS

Owner/Operator

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Clare Olson

CLARE OLSON STYLING

Stylist/ Set Decorator

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