



Steph Sapp
multimedia designer

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education

Northwestern University
Coding Bootcamp
March 2019–August 2019

The Creative Circus
Interactive Design
October 2015–September 2017

High Point University
BFA Graphic Design
August 2011–May 2015
Minors:
Marketing
Psychology

interests

Horseback riding
Vocal performance
Model building
Yoga
Reading




skills

Photoshop
InDesign
Illustrator
Figma
AfterEffects
Microsoft Office
HTML/CSS
Javascript
jQuery
React.js

mission

I'm Stephanie Sapp and I'm an interactive and print designer in Chicago, IL. I love branding, websites, integrated campaigns, and all things print. I am also a serious mac & cheese aficionado and love all things hair metal.

experience

- GE HealthCare**  **Creative Designer**
July 2020–Present
- Designed marketing materials, including brochures, banner ads, email campaigns, and landing pages, to support sales and product initiatives.
 - Played a key role in two global rebranding efforts, ensuring consistent visual identity across all platforms.
 - Collaborated with cross-functional teams to develop and optimize assets for performance marketing and brand alignment.
 - Produced digital and print collateral, including social media content and direct mail campaigns, for internal and external audiences.
 - Implemented new project management strategies, improving workflow efficiency and project delivery timelines.
- skills: Photoshop • Illustrator • InDesign • Figma • AfterEffects • HTML
- TracyLocke**  **Associate Art Director**
March 2018–July 2020
- Created shopper marketing assets, such as promotional packaging, banner ads, and landing pages, tailored to drive engagement and conversions.
 - Designed impactful print and digital materials, including social media content, ensuring alignment with brand guidelines and marketing goals.
 - Worked closely with stakeholders to deliver creative solutions that supported brand strategy and enhanced campaign outcomes.
- skills: Photoshop • Illustrator • InDesign • XD
- Smartegies**  **Digital Design Intern**
November 2017–February 2018
- Led the end-to-end design and build of landing pages and websites using WordPress, ensuring usability and visual appeal.
 - Designed and produced marketing email templates, motion graphics, and video content for clients in the construction and professional services industries.
 - Created a new logo and visual identity for the company's 10th-anniversary celebration, elevating the brand's presence.
- skills: Photoshop • Wordpress • XD • HTML/CSS • mailchimp