

designer + art director

stephanie whedbee

contact

phone: 252.333.2930

e-mail: stephanie.whedbee@gmail.com

home: durham, nc

portfolio

stephaniewhedbee.com

education

BFA Graphic Design
East Carolina University
School of Art + Design

skills

- Graphic design
- Art direction
- Digital + print asset creation
- Creative conception
- Pitch concepting + execution
- Social media
- User experience
- Creative audits
- Team leadership
- Attendee-focused event planning
- Virtual + hybrid + in-person events
- Collaborate with agencies + freelancers

bio

Designer and art director who creates with an empathetic and strategic eye to connect brands with their audiences through campaigns and experiences. I'm looking for a creative and hardworking team that will both challenge and inspire me.

experience

Senior Art Director | Global and Event Experiences Red Hat (2022 –)

Develop concepts that bring the brand life and help solve unique business and marketing challenges globally. Lead creative team to solve stakeholder needs with compelling creative solutions by collaborating with cross-functional teams to concept and develop creative ideas. Identify and strengthen high-level strategic connections across global teams.

Art Director | Events, Customers, Experiences Red Hat (2019 – 2022)

Direct and determine design systems on major global industry events and branding efforts. Establish creative vision set by stakeholders and translate it to internal creative team and outside agencies in order to transform business driven strategies into visually compelling and successful creative.

Senior Designer Red Hat (2017 – 2019)

Design digital and print assets for events while developing systems for enablement. Work alongside the art director to bring stakeholder and business strategies to life. Help other designers and agencies take these systems and translate it into smaller assets.

Junior Designer | Red Hat (2014 – 2017)

Branding Intern | Citrix ShareFile (2013 – 2014)

Social Media Specialist | Rosenberry Rooms (2013 – 2014)

Project Design Specialist | University Directories (2013)

Student Graphic Designer | East Carolina University SAB (2012 – 2013)