

STEPHANIE | SHKOLNIKOV

CREATIVE DIRECTION & DESIGN

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PROFILE

With 20+ years of creative experience behind me, I'm the one that pushes people to raise their game. To create beautiful, awesome, mind-blowing experiences and then make them even better. From the tiniest pixel-perfect detail to the big conceptual stuff, I'm always striving to make the best possible work for my client. I'm constantly on the lookout for ways to push the ambition, inspire those around me, and make something truly unique. My approach is balanced between head and heart, ensuring every experience adds value and is underpinned by a clear and well-informed rationale. I'm not afraid of taking a risk or trying something new – ok, maybe a little scared...but nothing good comes from playing it safe.

I'll lead by example, embodying a buzz and relentless momentum that motivates people to shine beyond just the creative brief at hand. A creative team is everything, and I'm always looking for ways to help them grow and succeed.

WORK HISTORY

CREATIVE DIRECTOR

As a Creative Director at JCPenney, I lead a collaborative creative team in the development of high-impact concepts that were creatively compelling, on strategy and on-trend. Generated ideas that leveraged a shared brand strategy between the brand and consumer and worked across all creative and marketing channels. Lead brainstorming sessions along with other ideation techniques. Contributed to the overall creative development as well as presenting concepts to leadership with excellence. Partnered with strategists and planners to help identify relevant insights to inform activation ideas. During creative development, partnered and led a creative team of 40 art directors, designers and copywriters to oversee and guide creative execution of all creative elements and assignments.

ART DIRECTOR

Lead the artistic design of advertisements and print materials for JCPenney, Home Interiors and Michaels Arts and Crafts direct mail and preprint programs. Formulated basic layout design and presentation approach, and specified material details including typography, photography, and graphics. Reviewed and approved print proofs and art and copy materials developed by fellow creative partners. Conferred with creative, art, copy-writing, and production department heads to discuss job requirements and presentation concepts and to coordinate creative activities. Directed and produced photography for print materials, .com, in-store visuals, POP displays and corporate initiatives. Presented final layouts to leadership for approval.

GRAPHIC DESIGN

Delivered high quality graphics and in-store collateral in line with business need for Claire's Boutiques. I worked directly with the CMO and other senior stakeholders to respond to their need for graphic design materials including advertising, POS, packaging, web-site, marketing collateral, and in-store merchandising mediums. I was assigned custodian of the brand style guide and supported the Claire's team in the use of templates, brand elements and best practice visual communication.

PRODUCER/PROJECT MANAGER

Responsible for the delivery of original photography and video content created for The Container Store's omni-channel, retail experience. Ensured that content was on-brand, of the highest quality and delivered to the agreed budget. Fully responsible for the production and logistics of photo and video shoots as well as for editorial features on The Container Store's blog site.

SKILLS

CREATIVE DIRECTION

Principal Design Direction
Creative Team Leadership
Scheduling and Budgeting
Brand Architecture
Brand Identity
Marketing Strategy
Partnerships
Storyboards
Photo shoots
Video shoots
Broadcast & Radio

DESIGN FOR E-COMMERCE

Email Marketing
Branded Content
Blog
Social Media
Agile Development

DESIGN FOR DIRECT SALES

Print Advertisements
Direct Mail
Catalog
In-store POP
Corporate Identity
Event Collateral
Sales Collateral
Media Kits
Design for Marketing
Outdoor Advertising

SOFTWARE

Adobe Creative Cloud
Keynote
Jira
Microsoft Office Suite

SERVED

2018



2015-2018



2006-2015



2002-2006



2000-2002



1996-1998

