

STEPHANIE JAGIELLO

Art Director | Senior Visual Designer | Creative Technologist

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PROFESSIONAL SUMMARY

Art Director, Senior Visual Designer, and Creative Technologist with 10+ years of experience working with brand systems, digital illustration, and cross-channel campaigns for global clients (Williams-Sonoma, PayPal, Meta, Publicis, Yahoo). Passionate about continual learning, constant creative R&D, and exploring emerging technologies to create interactive, visual, and multimedia experiences in new ways.

CORE COMPETENCIES & SKILLS

- **Art Direction & Brand Systems:** Creative Direction, Brand Systems, Campaign Concepting, Visual Storytelling, Vector Illustration, Surface Pattern Design, Motion Graphics, UI Motion.
- **AI & Creative Technology:** Generative AI Workflows, Custom Style Fine-Tuning (LoRA), Prompt Engineering, Front-End UI (HTML/CSS, Design Tokens).
- **Interactive & Product UI Design:** Extending Design Systems, E-Commerce & Web App Visual Design, Cross-Functional Product Collaboration, Prototyping, Accessibility (WCAG), Responsive Web & Mobile Interfaces (iOS/Android).

PROFESSIONAL EXPERIENCE

Founder & Art Director | All the Amazing Things | *Feb 2024 – Present*

- Direct visual identity, creative strategy, and UGC production for an experimental digital brand integrating visual storytelling, generative AI media, and multi-platform publishing.
- Develop brand assets, interactive media, and original visual and music content across web, video, and social channels.

AI Style Representation Model Creator | Laetro Creative | *Feb 2023 – March 2024*

- Developed custom generative AI style representation models trained on proprietary artwork for commercial subscriber access.
- Authored technical guide detailing methodologies for training and deploying custom AI style models based on personal aesthetics.

Art Director, Senior Visual & UX/UI Designer | Freelance / Independent Consultant | *Jan 2003 – Jan 2023*

- Delivered visual design, vector illustration, front-end UI, and interactive prototypes for clients including Eloqua, Triplt, JobScore, Bank of America, and TXU.

Digital Illustrator | Digital Art Marketplaces (Creative Market, Shutterstock, iStockphoto, Adobe Stock) | *2014 – Present*

- Art-directed and produced commercial-grade vector illustrations, surface patterns, and digital design assets for global licensing across major marketplaces (Creative Market, Adobe Stock, Shutterstock).

Lead UI and Visual/Graphic Designer | CloudOn (Acquired by Dropbox) | *Feb 2014 – Sep 2014*

- Mobile and web UI redesigns across iOS, Android, and web, helping propel CloudOn to #1 in the Apple App Store.

Principal UX/UI Designer and Visual Design System Lead | Replicon | *Jan 2011 – Jan 2012*

- Established Replicon's first formal UX/UI practice and architected a scalable design system across web, tablet, and mobile platforms.

Art Director, UX/UI Designer, and Visual/Graphic Designer | Publicis Riney | *Jul 2009 – Jan 2011*

- Art directed creative campaign concepts, UI design, prototyping, illustration, and motion graphics for global clients including PayPal, LG, and UBS.

Senior Art Director & UI Designer | Screamestream Interactive / Nexxstep | *2005 – 2014*

- Art-directed digital experiences, storytelling, wireframes, and UI templates for Glassdoor, TripIt, Yahoo, Facebook, IGN, and Webshots.

Prior Experience (1997 – 2004)

- Held Senior Designer and Art Director roles at Performtech, Maddenmedia, USWeb/CKS, and Publicis Technology; designed digital brands, e-commerce web properties, and interactive media for Williams-Sonoma, Electronic Arts, Cadence, and CNET.

EDUCATION & CERTIFICATIONS

- **BA in Instructional Technical Writing & Graphic Design for Multimedia** | San Francisco State University
- **Supervised Machine Learning: Regression and Classification (Coursework Certificate)** | DeepLearning.AI / Stanford Online / Coursera
- **Certified Usability Analyst (CUA)** | Human Factors International (HFI)
- **Interaction Design Practicum and Mental Models** | Cooper U Professional Education
- **Certificate in Design for Persuasion, Emotion, and Trust (PET)** | Human Factors International (HFI)
- **Professional Training:** Academy of Art University courses in 3D Computer Graphics.

TOOLS

- Adobe Creative Suite (Illustrator, Photoshop) • Google Workspace (Google Docs, Slides) • Figma • Canva • WordPress • AI Tools (Claude, ChatGPT, Perplexity, Gemini, Midjourney, Runway, Flow, Replit, Krea)