



STEPHANIE CAO

stephaniecao.com

stephaniecao@gmail.com

267.449.9640

linkedin.com/in/stephaniecao/

EDUCATION

Temple University

B.A. in Advertising: Art Direction

May 2019 | Philadelphia, PA

GPA: 3.87 | Magna Cum Laude

AWARDS

American Advertising Awards,

AAF District 2, 2020

Gold ADDY®

Indigo Design Awards, 2020

Silver in Promotional Material

Silver in Branding

Bronze in Integrated Design

Graphis New Talent Annual, 2020

Honorable Mention in Branding

International Design Awards, 2019

Bronze in Print / Announcements

District 2 National Student

Advertising Competition, 2019

2nd place

SKILLS

Graphic Design /

Art Direction / Social Media /

Photography / Videography /

Presentation Design

Design

Illustrator / InDesign / Photoshop

After Effects / Lightroom /

Procreate / Sketch

Video

Premiere Pro / Final Cut Pro

Other

Microsoft Word /

Microsoft PowerPoint / Keynote

EXPERIENCE

Mosaic Group

Art Director | New York, NY | Nov. 2020–Present

Jr. Art Director | New York, NY | Oct. 2019–Nov. 2020

- Work collaboratively with copywriters in developing interactive PDFs, decks, and print materials for 5+ clients
- Ensure creative executions remain consistent with brand guidelines and meet the needs outlined in the brief provided

Digitas Health

Art Direction Intern | Philadelphia, PA | Jun. 2019–Aug. 2019

- Worked alongside Art Director on an oncology brand to develop print ads, banner ads, PowerPoint presentations, and curate stock images
- Served as an Art Director on a team of 8 interns to research and produce a campaign for the Multiple Sclerosis Association of America

Diamond Edge Communications

Art Director | Philadelphia, PA | Jan. 2019–May 2019

- Conceptualized and designed invitations, web graphics, and any additional preparatory materials for Temple University's Department of Advertising and Public Relations' Senior Showcase and awards ceremony

ChatterBlast Media

Multimedia Intern | Philadelphia, PA | May 2018–Dec 2018

- Assisted the multimedia designer with photoshoots, video production, post-production, and any other design needs for clients
- Worked hand-in-hand with the video editing intern in adding animations and developing any graphics needed in post-production

Graphic Design Intern | Philadelphia, PA | Sept. 2017–May 2018

- Designed social media graphics, gifs, illustrations, and mockups for clients, such as the Philadelphia Parking Authority, Einstein Health, and Vybe Urgent Care

LEADERSHIP

National Student Advertising Competition

Lead Designer | Philadelphia, PA | Jan. 2019–May 2019

- Conceptualized ideas and created ads for an award-winning campaign, along with developing a 21-page plan book detailing campaign strategy, creatives, and metrics

Temple Asian Students Association

Director of Multimedia & Technology | Philadelphia, PA | May 2018–May 2019

- Led the multimedia team in creating promotional banners and posters for general body meetings and events
- Directed and created promotional videos for events, such as Heart & Soul'd to generate hype among the target audience