

Stephanie Orlowski

Designer | Digital Asset Manager

CONTACT

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Portfolio

<https://stephanierorlowski.wixsite.com/design-portfolio>

EDUCATION

Harrington College of Design

Bachelor of Fine Arts *Communication Design*

SKILLS

Adobe Creative Cloud

(InDesign, Photoshop, Illustrator, Firefly)

Digital Asset Management

Brand Management

Brand Guideline Compliance

Client Relationship Management

Project Coordination

Microsoft Office

(Word, Excel, Powerpoint)

Training & Development

Workflow Optimization

Content Management

Creative Strategy

SUMMARY

A creative professional with 11+ years of experience managing brand initiatives, client relationships, and large-scale digital asset libraries within fast-paced agency environments. Skilled in project coordination, brand compliance, digital asset management, and cross-functional team leadership, with a proven ability to support high-volume campaigns and streamline creative operations.

EXPERIENCE

Ansira / Brandmuscle

Associate Creative Director *Oct. 2017 – Apr 2026*

DESIGN

- Oversaw creative operations and project prioritization across multiple design teams, both internal and off-shore, ensuring SLAs were met and escalated issues were resolved.
- Developed onboarding materials, process documentation, and training resources. Mentored and coached creative staff through critiques and performance feedback.
- Managed relationships with corporate clients, serving as the primary point of contact for marketing collateral, brand initiatives, and creative project execution.

ASSET MANAGEMENT

- Managed the Digital Asset library and DAM team, ensuring adherence to all processes and governance guidelines.
- Oversaw the organization and maintenance of an asset library containing 130,000+ digital assets.
- Optimized metadata by removing irrelevant fields and implementing new categories, groups, and tagging structures to improve searchability and consistency.
- Led DAM library overhauls, including the removal of outdated assets and integration of more relevant, brand-aligned content.
- Enforced brand compliance governance to ensure all assets and guidelines remained accurate, current, and aligned with brand standards.

Senior Graphic Designer *Apr. 2016 – Oct. 2017*

- Solely managed creative support for a statewide distributor market, coordinating communications with sales representatives and overseeing all creative campaigns.
- Collaborated with internal teams and external stakeholders to deliver branded marketing collateral tailored to regional business needs.
- Assisted with project coordination, pricing approvals, and issue resolution to support efficient campaign execution.

Graphic Designer *Sept. 2014 – Apr. 2016*

- Supported the development of branded marketing materials for restaurant, retail, and beverage industry clients.