

Stephanie Callaway Sifuentes

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Experience

Creative Director/Designer	2009 - Present TwistedVine Deisgn
Sr Designer/Acting Associate Creative Director	2004 - 2009 IMC2
Creative Director	1999- 2004 Esoftsolutions, inc.

Client History

Clairol	GlaxoSmithKline	Kellogg's
Crest	Tampax/Always	Silk is Soy
Olay	Norwegian Cruise Lines	Casio
Samsung Electronics	Dallas Cowboys	Baltimore Ravens
Arizona Cardinals	Philadelphia Eagles	NY Giants

Professional Experience

Brand Development, including logo design, marketing strategy & direction of photography

twistedvine design

Member of IMC2 Business Development User Experience team consisting of 1 writer and 2 designers. While a member of this team we brought in over 43 million in new revenue with win-rates of 74% for 2007, 67% for 2006 and 81% for 2005 - a significant achievement with the industry win-rate average at 10 to 12%.

Led a team of designers, writers, and developers in launching a \$3 million dollar eCommerce site for the worlds leading face-to-face marketing company. Duties included mentoring team, forecasting, client presentation, R&D, and social media.

Directing clients on how to best use social media to elevate their brand.

Skills

Adobe Photoshop	HTML	Dreamweaver
Adobe InDesign	ColdFusion	WordPress
Adobe Flash	mySQL	Social Media

Awards

Samsung Mobile USA Website	2009 Bronze - Horizon Interactive Award
Samsung Mobile USA Website	2009 Gold Marcom Advertising Campaign
Bethany Siggins.com	2009 AICI
Being Girl	2005 Outstanding Achievement in Web Design
Being Girl	2005 Proctor and Gamble Best Onlne Community