



STEPHANIE BAYARD *director of creative services*

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curious **LEADER** adaptive **COLLABORATIVE** analytical **DETERMINED**

SUMMARY I have worked in the design industry for 18+ years — learning, teaching, leading, following, failing, succeeding, striving, evolving — and I love my job. My career started at the most perfect point in creative history, when print met digital, and I’ve been fortunate to work in both. Now, I lead teams of remarkable talent and vision on journeys through this ever-changing passion we call design.

EXPERIENCE

OTICON, INC · SOMERSET, NJ GLOBAL MEDICAL DEVICE TECHNOLOGY

Director of Creative Services (May 2018 – Present)
Art Director (July 2015 – May 2018)
Graphic Designer (March 2015 – July 2015)

HIGHLIGHTS:

- Leads creative team staff & operations; oversees all projects from concept to completion ~2000 unique projects/year
- Maintains creative operations and printing budgets: \$1.5m, subsequent Marketing budget: \$10.7m; presents monthly P&L roll-up reporting to Leadership and Finance
- Established key project & dept. metrics and cost analyses; Doubled team size in five years
- Streamlined creative marketing processes, reducing ad hoc requests; processes subsequently implemented throughout organization
- Led implementation of two project management systems (Workgroups DaVinci 2016; Workfront 2019) and automated design review and approval processes to align with FDA requirements
- Plans and delivers strategic vision of B2B/B2C/B2B2C marketing communication through in-house and agency teams as part of Marketing Leadership Team
- Introduced additional in-house service offerings including motion graphics and video editing

FALCO DESIGN · EAST BRUNSWICK, NJ BOUTIQUE DESIGN AGENCY

Senior Creative (April 2009 – March 2015)
Graphic Designer (November 2006 – March 2009)

HIGHLIGHTS:

- Managed creative staff and production of all projects from concept to completion
- Led client business discovery and project kick-off meetings
- Created strategic marketing plans for integrated ad and direct mail campaigns
- UI/UX, development, design and management of desktop and mobile websites
- Generated and sustained brand standards and usage guidelines for both clients and agency
- Managed printers, mailhouses, developers, copywriters and marketers to develop concepts, production schedules and produce design deliverables
- Designed and produced a variety of print, website, SEM and HTML email communications
- Maintained agency SoMe presence and communications

MILLENNIUM GRAPHICS · MARLBORO, NJ PHOTO MARKETING & PRINTING COMPANY

Art Director (April 2004 – November 2006)
Assistant Art Director (January 2003 – April 2004)

HIGHLIGHTS:

- Managed creative staff and production of all projects from concept to completion
- Developed marketing strategies and design for both customer & in-house advertising and direct mail campaigns
- Researched and established new Digital department within the company
- Researched and implemented new photo marketing products using variable data software in conjunction with design applications
- Managed printers and mailhouses to develop concepts, specialty print processes, production schedules and produce projects
- Concepted, designed, and prepared all jobs for press including direct mail campaigns, photo products and softcover & hardcover books

EDUCATION

THE ART INSTITUTE OF PHILADELPHIA

Degree in Graphic Design (2000 – 2002)
Graduated with Honors, Dean’s List, 6 “Best of” awards

OCEAN COUNTY COLLEGE

Visual Design (1998 – 2000)
Transferred Credits

SOFTWARE & TECHNOLOGY

Adobe Creative Suite	HTML5
Microsoft Office Suite	CSS2/3
Google G Suite	Wordpress
Workgroups DaVinci	SiteCore
Workfront	Basic PHP
Basecamp	Basic jQuery

LEADERSHIP & PROFESSIONAL SKILLS

People management & leadership	Branding & visual identity
Creative operations	Creative direction; Art direction
Print buying	UX/UI design
Discovery	Print & direct mail; pre-press
Strategic planning & marketing	Email, SEM, SoMe marketing
Project management	Tradeshaw & event design
	Presentation design



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What People Say

ON BUSINESS & LEADERSHIP

“I had the opportunity to manage Stephanie for more than four years at Oticon, Inc. She started as a graphic designer and within a short period of time became the creative director for the organization. Stephanie is extremely creative, which you would expect in her role, but she is also highly analytical. This is a great combination when you need someone to drive a strong brand, but at the same time can manage business planning – budgeting, resource allocation and agency management. Stephanie is very supportive of her team and their professional development by hosting team events and off-site training opportunities.”

SHEENA D. OLIVER

Chief Marketing Officer, Wholesale USA at WSAudiology
Sheena managed Stephanie directly

ON DISCOVERY & PLANNING

“Stephanie is a talented designer and is always on top of what needs to be done for each client. At client discovery meetings, she asks insightful questions and really gets to know the client’s business and what they expect from a design agency. She is a valuable asset to any company.”

CARA NICOLINI

at The Lynx Group
Cara reported directly to Stephanie at Falco Design

ON CREATIVITY & INNOVATION

“Stephanie is a creative dynamo; she has unmatched design sensibilities and uniquely understands the creative process. She was a key contributor to our growth in her capacity as a designer and then as Assistant Art Director. Driven by a passion for customer satisfaction and personal excellence; her visionary personality and patience are critical resource whenever thinking “out of the box” is required.”

SHARON COTÉ

Marketing Strategy | Market Research | Digital Marketing
Sharon worked with Stephanie in different groups

ON CLIENT RELATIONSHIPS

“I had been working with an agency for a while when Stephanie was assigned to my account. Even though change is often hard, it was immediately obvious that this would not be one of those times. Stephanie took over the account and really became an extension of my team. Always professional, she is direct and to the point in order to quickly uncover the need. Stephanie designs not for awards, prettiness or coolness (though she can do that too), but to meet the needs of the project. She was able to take our projects and look at them through new eyes to keep them fresh, but still keep the objective in mind. It was a personal and professional pleasure to work with Stephanie and anyone would be lucky to be in my shoes.”

PRUDENCE HELDERS

Marketing Manager at ALL-STATE LEGAL
Prudence was a client of Stephanie’s