

# Stephanie Casey

www.stephanieannecasey.com

UX/UI Designer passionate about using human-centered research to translate complex problems into impactful solutions. Offering 5 years of client-facing experience with account executive and digital marketing perspectives. Eager to hone user experience research and design skills with a collaborative team to build innovative products.

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## WORK EXPERIENCE

### Wholesale Manager

03/2022-05/2023

Radio-Coteau Wine Cellars, LLC.

- Generated 13% wholesale growth YoY in Q2 with strategic communication and confident presentation skills to establish three new national distribution partners in one year, while strengthening relationships with existing wholesale partners.
- Maximized sales potential by gathering depletion and inventory reports to analyze sales trends and determine product allocations and sales initiatives in different markets.

### Account Executive

09/2021-04/2022

Kiosk Creative, LLC.

- Exercised leadership and cross-team collaboration skills to manage three key company accounts and successfully launch campaigns across paid social, paid search, and display channels.
- Translated client goals into campaigns with actionable results by gathering and synthesizing campaign data into weekly client-facing presentations to communicate performance insights and recommended optimizations.

### Account Executive

06/2017-09/2021

Chambers & Chambers Wine Merchants

- Demonstrated efficient problem-solving and proactive communication skills to lead the Northern CA sales team in largest growth in revenue, accounts sold, and cases shipped in Q2 2019.
- Planned and implemented annual sales strategies to increase revenue for Marin County territory by 23% in 2020 and 18% in 2019.
- Exercised strong relationship-building skills to acquire a key company account in Q3 2020 and grew account sales 54% by end of Q4 2020.

## EDUCATION

BrainStation | Diploma, UX Design

05/2023-08/2023

UC Berkeley Extension | Certificate, Digital Marketing

01/2021-04/2021

University of San Francisco | BA, Media Studies (Journalism)

08/2011-06/2015

- Cum Laude
- Paris Immersive Internship Program 2013

## SKILLS

Figma Adobe XD Jira InVision Market Analysis User Interviews Competitor Analysis

Affinity Mapping Experience Strategy User Flows Usability Testing Conceptual Design

Visual Design Wireframing Prototyping Design Systems