

# STEPHANIE HALMICH

site: [www.pressedfordesign.com](http://www.pressedfordesign.com) • phone: 646-271-0563 • e-mail: [stephanie@pressedfordesign.com](mailto:stephanie@pressedfordesign.com) • Brooklyn, NY

## AWARDS

Society of Professional Journalists

First Place for Best Page Design

Awarded while at the Philadelphia Business Journal

Beat both the Philadelphia Inquirer and Philadelphia Daily News

American City Business Journals

First Place for Best Page Design

Awarded while at the Philadelphia Business Journal

Company-wide competition involving approximately 45 business newspapers

## PROFILE

Experienced with:

Photoshop, Illustrator, InDesign, QuarkXPress, Dream Weaver, Flash (working knowledge)

Trained in design and typography

Experienced copy editor

Experienced at reporting and research

Double major in Journalism (Newspaper Design) and German

Certified in Graphic Design from Parsons New School for Design

Able to meet tight deadlines

Have lived and traveled extensively throughout the Middle East, Europe and India

Partner + Designer

Pressed In Brooklyn: Spring 2011 - Current

Website: [www.pressedinbrooklyn.com](http://www.pressedinbrooklyn.com)

Pressed In Brooklyn is a boutique design and letterpress studio located in Brooklyn, New York.

We focus on wedding invitations, custom invitations, baby announcements and other fine stationery.

Responsibilities include:

Conceptualizing, creating and drawing all materials from wedding invitations to greeting cards to personal stationery and business cards, etc.

Budgeting cost vs. profit for materials such as ink, paper, press time and ads and determining our pricing

Working with clients on time line, budget and design of printed materials

Marketing our services on social networking sites such as Facebook, Twitter, Etsy, our Wordpress blog,

Indiespotting, Craft Gawker, Wedding Gawker and various other sites

Working with multiple vendors to source papers, inks and other necessary supplies

Developing and maintaining our brand image

Design and maintenance of our web site, Etsy store, Pressed In Brooklyn blog and Facebook page

Art Director + Editor

Geller & Company: Summer 2001 - Spring 2011

Created the design of a complex financial package for the company

Authored a style guide outlining both design and writing style for the company

- Managed the production of the financial package
- Edited the financial package for writing and design consistency
- Taught, implemented and maintained the style guide
- Created and produced various marketing materials such as brochures, service offerings and invitations
- Worked with outside printers to complete projects

Design Editor  
Philadelphia Business Journal: Summer 1999 - Summer 2001

- Designed all special sections and section covers
- Assigned art for special sections
- Worked with freelance photographers to coordinate art for special sections
- Oversaw reporters to be sure enough art assignments were completed
- Acted as liaison between reporters and photographers
- Member of story placement team
- Designed all news pages and sections
- Scanned and color corrected all art
- Created charts and graphs

Associate Editor  
Cincinnati Business Courier: Summer 1998 - Summer 1999

- Edited and designed special sections
- Directed reporters for special sections
- Directed art for special sections
- Copy edited special sections
- Edited and designed Growth Strategies section
- Reinvented design of Growth Strategies section cover
- Reported
- Designed and copy edited second front page
- Member of story placement team

Art Director, Features Designer, Copy Editor  
Higher Education Reporter, Religion Reporter  
Columbia Missourian: Summer 1997 - Summer 1998

The Columbia Missourian is a daily, commercial newspaper (not a college newspaper)  
All journalism majors at the University of Missouri, Columbia are required to work various positions  
at the newspaper in order to gain experience

## EDUCATION

Parsons New School for Design - Graduated Spring 2011  
Certification: Graphic Design

University of Missouri, Columbia - Graduated Summer 1998  
Double Major: Journalism (Newspaper Design/Editing) + German

Salzburg International Prep. School (Salzburg, Austria) - Graduated Summer 1995  
High School Diploma