



STEFANIE CLEGG

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🌐 livecreative.net/portfolio

Creative Professional | Branding, Design, Web Development, Communications Strategy & Project Management

Experienced Graphic Designer and Web Developer with 20+ years of expertise in branding, communications, and digital design. Strong background in developing cohesive brand identities across print and digital platforms, delivering impactful visuals that engage audiences and drive organizational goals. Skilled in crafting visually engaging websites with intuitive user interfaces and seamless functionality. Recognized for combining creative vision with technical execution, managing projects from concept to completion, and building lasting client and team relationships.

Holds a B.S. in Advertising from the University of Texas at Austin with a concentration in the Creative Sequence.

PROFESSIONAL EXPERIENCE

Founder, Graphic Designer & Web Developer

Live Creative | Austin, TX | Jan 2010 - Present

- Partner with diverse organizations, managing multiple client relationships and guiding design projects from concept to completion.
- Provide project coordination and administrative support, including scheduling, client communication, and workflow management.
- Deliver high-quality branding, marketing, web design/development, and promotional materials on time and within budget, driving client satisfaction and repeat business.

Creative Operations Manager

Texas Dental Association | Austin, TX | June 2023 - June 2024

- Managed daily operations for multiple membership programs, coordinating tasks, schedules, and resources to meet deadlines and achieve campaign objectives.
- Developed strategic marketing plans and executed across various platforms to engage members and increase participation.
- Oversaw design and content updates of websites, ensuring user experience, functionality, and consistent branding across digital touchpoints.
- Provided administrative support by managing events, developing collateral, and tracking campaign performance, ensuring all materials were aligned with brand guidelines.
- Tracked project progress, communicated with stakeholders, and provided tech support to resolve issues, enhancing operational efficiency.

Communications Consultant

Texas Dental Association & Affiliates | Austin, TX | Jan 2010 - June 2023

- Managed web content, maintenance, and updates for multiple affiliates, ensuring projects were delivered on time and exceeded expectations.
- Coordinated email marketing campaigns, including content creation, scheduling, and performance analysis.
- Acted as a liaison between affiliates and service providers, handling contracts, invoicing, and resolution of technical issues.
- Organized project timelines, ensuring that all deliverables were met within the agreed timeframe and budget.

Marketing Communications Web & New Media Manager

Texas Dental Association | Austin, TX | June 2001 - Dec 2009

- Managed website content and design, ensuring web properties were up to date, user-friendly, and aligned with the organization's goals.
- Spearheaded marketing campaigns and coordinated social media efforts, driving engagement and membership growth.
- Coordinated with vendors and contractors to ensure timely delivery of digital and print materials, staying within budget.
- Collaborated with internal teams to manage schedules, workflows, and resources to meet project requirements and deadlines.
- Recognized with the National Award of Excellence, "Golden Apple" for outstanding website performance and user engagement.

TECHNICAL SKILLS

- Proficient in Microsoft Office Suite and TEAMS, and Google Suite
- Adobe Creative Suite (InDesign, Illustrator, Photoshop), Canva and Figma
- Certifications in emerging AI tech, ChatGPT, DeepSeek, and Stable Diffusion
- Email and social media marketing tools: MailChimp, HootSuite, Meta Business Suite, and Google Analytics

CORE COMPETENCIES

- **Branding & Identity Design:** Logo design, brand development, digital/print marketing materials (newsletters, catalogs/programs, infographics, collateral)
- **Graphic & Creative Tools:** Adobe Creative Suite, Canva, Figma
- **Web Development & Digital Strategy:** Front-end/UI/UX design, back-end development, website management, analytics, SEO optimization
- **Marketing & Communications:** Content creation, campaign management, communications strategy, social media management, cross-functional collaboration
- **Project & Process Management:** Project planning, scheduling, process improvement, problem-solving, documentation
- **Event & Vendor Management:** Event planning/execution, vendor coordination, contract negotiation