

# STEPHANIE RASMUSSEN

🌐 [stephanierasmussen.com](http://stephanierasmussen.com)

✉ [stephlynnras@gmail.com](mailto:stephlynnras@gmail.com)

☎ 214-336-8996

🌐 [linkedin.com/in/stephanierasmussen](https://www.linkedin.com/in/stephanierasmussen)

## WORK EXPERIENCE

### TRANSUNION

2014–2024

#### Global Creative Director [March 2022–March 2024]

- Lead the development and implementation of the creative strategy
- Manage, grow and mentor creative department personnel across global regions - including in-house team, external contract designers and agencies
- Interpret business requirements and client briefs and translate them into creative solutions
- Partner closely with internal stakeholders and cross-functional teams to manage brands' end-to-end creative processes and ensure quality and timely delivery of projects within budget
- Iterate on and refine design processes to support a growing design team in collaborating closely with others, seeking and incorporating feedback, and contributing to world-class creative delivery
- Organize and oversee creative execution and re-brand efforts for brand refresh
- Build and manage plans to advance integration efforts related to acquisition of roles and teams moving into company - including building new processes to facilitate assimilation and efficiencies
- Organize, redesign and implement migration of Digital Asset Management (DAM) to be used as single source of truth across company - including setting up, developing and maintaining our brand asset structure and library
- Oversee the development of creative roadmaps, budgets, project plans, timelines and staffing plans

#### Creative Director [March 2019–March 2022]

- Served as interim Brand Manager, initiating and spearheading a brand guidelines update project - reflecting the evolution of the corporate brand from a historical credit reporting agency, to a global information and insights company serving a variety of B2B and B2C customers and consumers
- Supported numerous Merger and Acquisition initiatives – developing co-brand strategies, while helping to manage the transition and sunset of acquired creative departments
- Created and implement timely, actionable strategies and assets that support existing solution sets, as well as those developed in immediate response to the COVID pandemic and its unique, global economic challenges
- Translated data insights into actions and recommendations – evolving workflows and processes to manage resource planning and allocation
- Reviewed and interpreted creative briefs that guide the strategic direction and design of marketing assets
- Oversaw the prioritization of creative requests from "business critical," to larger conceptual projects, managing timelines and stakeholder expectations
- Recruited, mentored, managed and advocated for a global team of agencies and in-house designers
- Partnered and collaborated with cross-functional leaders to drive brand and creative projects and priorities
- Produced global B2B and B2C marketing creative deliverables, in-line with branding, marketing and business objectives
- Managed multiple projects in a fast-paced, deadline-driven environment
- Identified and developed working relationships with creative and production vendors, while strengthening partnerships with current providers
- Fostered relationships across marketing organization
- Championed and work within an Agile for marketing environment

## ACCOMPLISHMENTS

- Oversaw and managed multiple company rebrands, ensuring refreshed designs adhered to new guidelines and evolved as needed
- Directed and grew Creative/Design team to support newly developed global solutions and multiple lines of business in over 30 countries and across 5 continents
- Setup and established DAM for cross-functional utilization to support single source of truth concept for marketing
- Supported over 8+ acquisitions by managing integration process and procedures, ensuring rebranded materials adhered to guidelines and legal requirements

## SKILLS

- Adobe Creative Suite
- Microsoft Office Suite
- Adobe Experience Manager (DAM)
- Adobe Workfront
- Broadcom Rally
- Familiarity with web software and languages (HTML, CSS, JS, etc.)
- User Experience (UX)
- Brand and Creative Strategy
- Corporate Branding

## EDUCATION

### Master of Fine Arts in Web Design and New Media, User Experience

Academy of Art University

### Bachelor of Science in Visual Communications, Graphic Design

Colorado Technical University

### Master of Science in Library and Information Science

18 credit hours toward degree  
Pratt Institute

### Bachelor of Arts in Linguistics, Language and Computers

Brigham Young University

## TRANSUNION (Cont.)

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### Senior Art Director [March 2018–March 2019]

- Brainstormed, developed and rolled out creative deliverables in-line with revised company narrative and brand pillars
- Served as subject matter expert for enterprise design and brand; provided historical context for design/brand and rollout campaigns
- Led design initiatives to facilitate brand integration during and after corporate acquisitions
- Developed and executed creative approach in support of strategic communications establishing incoming company CEO
- Developed cohesive look and feel for marquee product marketing representation
- Supported creative for global legislative and regulatory messaging deliverables
- Produced global B2B marketing creative aligned with enterprise branding, marketing and business goals
- Designed and implemented standardized templates for website development, allowing for reuse of common components, and cutting back on customization
- Drove conversations around key UX/UI testing elements
- Assisted in development of Workfront onboarding training (project management system) and DAM (digital asset management)
- Managed external and internal resources, agencies and vendors
- Negotiated cost and project timelines

### Art Director [December 2014–March 2018]

- Produced global B2B marketing creative in-line with company branding, marketing and business goals
- Managed and improved the evolution of creative assets to incorporate current design standards related to: interactivity, digital (websites, emails, landing pages), social media, thought leadership, video and print
- Established a unique identity for key products that is used to market globally
- Generated campaign materials focused on financial service institutions and government organizations, such as banks, credit unions, auto and mortgage lenders, credit card issuers, FinTech companies, as well as federal, state and local agencies
- Identified, analyzed and improved key interactions (on landing pages, website pages, emails, etc.) based on UX principles
- Designed low- and high-fidelity mockups for new or upgraded web components
- Supervised the creative management process used to execute on projects
- Maintained, enforced and enhanced an organization-wide set of brand guidelines
- Implemented use of Digital Asset Management (DAM) tool to be used company-wide
- Oversaw external and internal resources and vendors
- Negotiated cost and project timelines

## PERDOCEO (Previously CAREER EDUCATION CORPORATION)

2007–2014

### Creative Director [October 2013–November 2014]

- Oversaw and developed visual content in-line with branding, marketing and business objectives, including developing specialized look and feel for B2B market
- Developed and built internal creative team structure as the primary source for creative project requests
- Hired and managed talent necessary for producing creative; this included in-house creative team, as well as vendors and agency relationships
- Collaborated with multiple departments, including: social media, content strategy, communications, brand marketing, internet marketing, admissions and career services teams to build necessary marketing materials while acting as a brand champion to develop, manage and execute creative supportive of brand strategy goals
- Worked with compliance and legal to ensure projects met prescribed standards
- Implemented and developed policies, processes and procedures that are practical, efficient and cost-effective, including incorporating a project management system to track projects
- Organized and developed creative asset folder to be used across multiple departments within the brand to share current creative and strategies
- Negotiated cost and project timelines, as well as proposed creative budget

### Art Director [June 2009–October 2013]

- Acted as brand champion to develop, manage and execute creative that supports brand strategy goals and reflects the key tenets of the strategic business unit (fulfilled responsibilities of Creative Director as needed)
- Partnered with key stakeholders to develop and support an ongoing, cohesive brand strategy
- Provided creative direction and prepared specifications for projects
- Managed and reviewed creative execution of projects, working closely with marketing teams, agencies, designers and additional vendors
- Worked with compliance and legal to ensure projects met prescribed standards
- Advised/recommended creative staff on production issues regarding design, graphics, printing materials and processes, packaging, etc.
- Negotiated cost and project timelines
- Reviewed, revised and approved proofs
- Assisted in managing multiple business units and training staff