

CONTACT

BRENDA STUMPF

Email:

info@bkstumpf.com

Phone:

562-502-7552

Portfolio:

www.bkstumpf.com

LinkedIn:

www.linkedin.com/in/bkstumpf

OVERVIEW

Creative marketing, visual storyteller, brand builder, lifestyle photographer, and user experience (UX/UI) designer, with 15+ years of experience in media/entertainment, consumer goods industries, and SAAS.

PROFILE

- Seasoned Art Director who has led all aspects of concept visualization, strategic planning, creative marketing, product design, and project execution for high-profile B2C clientele
- Developed digital marketing properties for Fortune 500 companies, TV media studios, and national / international consumer brands: Turner Broadcasting, FOX Television, Comcast, TiVo, Fandango, NFL Network, Disney, Sony, Walmart, Home Depot, Elizabeth Arden, Qualcomm, Toyota, Hyundai, Fujifilm, VPI Pet Insurance, Herbalife, Guthy Renker, and Transamerica
- 10+ years of management experience building cross-functional teams (in-house creative, art directors, graphic artists, consultants, programmers, writers, brand ambassadors, photographers, and third-party vendors) to launch mass-market digital campaigns – consistently on time and under budget
- Strong UX/UI Designer who has designed, animated, built, and deployed many websites, adverts, product demos, online campaigns, mobile apps, software, and video games; broad technical understanding and hands-on experience in user experience, information architecture, user interface, SEO, mobile, e-commerce, and social media strategies
- Lifestyle photographer who has managed commercial photo shoots for TV networks, consumer brands and ad agencies; internationally recognized for underwater photography published in Vogue Italia and art publications / exhibits
- Recipient of numerous interactive media, product packaging and photography awards, including The One Show (Interactive), Promax Broadcast Award (Interactive), and ADDY Award (Photography)
- Earned Bachelors of Fine Arts (BFA) in Graphic Design

DELIVERABLES

Digital strategies, site audits, site maps, personas, journey maps, user flows, wireframes, prototypes, design patterns, visual comps, pattern libraries, spec docs, logos, identity systems, style guides, one-sheets, presentations, decks, print and marketing collateral, email marketing, online advertising, environmental graphics.

PROFESSIONAL EXPERTISE

- Adobe Creative Suite
- Basic Front-end web development (HTML/CSS)
- Brand Development
- Creative Strategy Development
- Budgeting
- Digital Capture and Manipulation
- Responsive Design / Mobile Platforms
- Art Direction (print, digital, & environmental)
- Vendor Relations / Contract Negotiations
- Social Media Strategy Development
- Figma / Axure / Sketch / InVision / XD
- Project Management / Agile / Jira
- User Experience / Information Architecture
- Motion Graphics / Video

EDUCATION

California State University Long Beach
B.F.A. in Graphic Design

TEACHING / LECTURES

CSULB Visual Communications Program
Shanghai Jian Qiao University, Shanghai China

CONTACT

BRENDA STUMPF

Email:

info@bkstumpf.com

Phone:

562-502-7552

Portfolio:

www.bkstumpf.com

LinkedIn:

www.linkedin.com/in/bkstumpf

Professional Experience 1999 - Present

PRIME8 LA, Long Beach, CA

Creative Director, User Experience & Design 2001 - Present

Founded an LA-based creative media studio / digital design agency that specializes in developing results-producing websites & mobile apps, information architecture & user experiences, social media & SEO strategies, and motion graphics & photography. As the Creative Director, directed and executed all strategic print and digital mediums for TV/media companies and international consumer brands on time and on budget, as well as oversaw the studio's brand strategy, proposal writing and new business, client relations, & management of contractors and employees.

- Created a promotional website with a contest for TBS that in < 5 days generated over 60K entries
- Developed brands from the ground-up (from mission statement and logo, to complete brand identity) for various companies (EVO, Clave Son Music, BuzzWinx)
- Received multiple awards, including The One Show Interactive (Fujifilm promotional website), Promax Broadcast Award (TBS promotional website), Isuzu Go Farther Campaign
- Built online games for Turner Broadcasting (TBS & TNT), attracting average 12K plays per month
- Built ad campaigns that generated revenue 3x the cost of production for 3 Day Blinds
- Developed multiple DEMO properties for TiVo, DirectTV, Toyota; evaluated user experience prior to full production
- Designed Internet banking system that allowed customers to access over 4B+ in investments
- Built the LeapWireless (Cricket) website during AT&T acquisition; website handled over 1M impressions a month

Lifestyle PHOTOGRAPHER, Long Beach, CA

2007- Present

Organized models, sets, equipment, and shoots for Clients such as Turner Broadcasting, Wolf Designs, Disney, and MTV. Moved into underwater photography, shooting wildlife and models in open water and controlled environments both in the USA and internationally.

BuzzWinx, Boca Raton, FL

Co-Founder / Digital Media Strategist 2016 - 2018

Worked with companies to develop, refine, & promote their brands messaging & visual presence online. BuzzWinx's purpose is to provide training, coaching and social media marketing services across multiple digital marketing channels while developing applications to ensure quality customer service and communications with customers on social media.

Guidance Solutions, Marina Del Rey, CA

Web Designer 2000- 2001

Oversaw all graphic design for a customer-centric commerce service provider for B2C & B2B companies.

- Managed the wireframing, UI/UX, design and flash programming for various clients
- Designed, built and animated AMC Monsterfest website; handled over 80K visits a month – error free
- Provided the print and digital graphic support for various brands, including Footlocker, EastBay, and Luxury Lane

Imperial Bank, Costa Mesa, CA

Web Designer 1999- 2000

Built out a new internet banking system – from concept, discovery and plan, to user experience, interface design and front-end programming (css/html); launched on time and under budget.

CONTACT

BRENDA STUMPF

Email:

info@bkstumpf.com

Phone:

562-502-7552

Portfolio:

www.bkstumpf.com

LinkedIn:

www.linkedin.com/in/bkstumpf

Client Listing 2000 - Present { partial listing }

| | | |
|-------------------------|--------------------------|---------------|
| TURNER BROADCASTING | MEDIAPLATFORM | ISUZU MOTORS |
| SIZZLER RESTAURANTS | ELIZABETH ARDEN | FANDANGO |
| C&D ZODIAC | TIVO | LEAP WIRELESS |
| FOX TELEVISION | FUJIFILM | NAMCO |
| DIRECTV | PENTEL | AETNA |
| HEALTHNET | TRANSAMERICA | NFL NETWORK |
| HOME DEPOT | H&R BLOCK | ICON FITNESS |
| QUALCOMM | GUTHY RENKER | SONY |
| TOYOTA | THE GRAMMY FOUNDATION | PUREBEAUTY |
| BRIGHTER.COM | BEAUTY METRIX | EDGE SYSTEMS |
| SAVOY JAZZ | WALMART | TIVO |
| WOLF DESIGNS | EVO | COMCAST |
| VPI PET INSURANCE | UCLA MEDICAL | VEGAS TV |
| OPTION ONE MORTGAGE | THE LONG BEACH GRAND CRU | BP |
| E! | EXITH2O | CLAVESON |
| REEF PHOTO | BRIGHTGUARD | BUZZ WINX |
| LEGAL AID FOUNDATION LA | LINQ3 | DIMENSION |
| NAUTICAM | PGA SUPERSTORE | VMWARE |
| ALISHA'S CARE CENTER | NOURMAND | PREVAGE |
| LEAP WIRELEESS | FIRST 5 LA | PIONEER |
| PLANNED PARENTHOOD | RELIAM | RIS TECH |
| SAVOY JAZZ | SOFI | SYMON |
| SPILO | SIDEDOOR | CHEVYS |
| ZEO | SMARTSTOP | STAX |
| HYUNDAI | VMWARE | PRO-FORM |
| GREEN HASSON JANKS | CHEVY'S | DIVERS DIRECT |
| SCATTN | THE NFL NETWORK | EPSON |
| EMOCEAN SPORTS | HALBERT HARGROVE | SMARTSTOP |
| DISNEY | HERBALIFE | PROFORM |
| CSULB | 3 DAY BLINDS | FIRST 5 LA |

 PORTFOLIO : www.bkstumpf.com

PUBLICATIONS / EXHIBITIONS / AWARDS

| | | |
|--------------------------------------|---|----------------------|
| Photo Vogue | 5x5 Art Magazine | Have Heart Magazine |
| Faerie Magazine | Archery 360 | Mutiny Magazine |
| The Mermaid Project | International Ocean Art Festival | Dark Beauty Magazine |
| Myth Masque Featured Exhibit | Aquarium of the Pacific | HOW Magazine |
| Aperture's Exposure - Finalist | Our World Underwater - Finalist | CMYK Magazine |
| Studio 414 - Grand Prize | Promax Broadcast Award - 1st Place | |
| The One Show Interactive - 1st Place | National Paperbox Assoc Packaging - 1st Place | |