Education
Livingstone College
Bachelor of Science Cum Laude
Computer Information Systems

Stevee@SteveeCotton.com

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she/her
Senior Graphic Designer
Charlotte, NC

Experience

Senior Designer | Credit Karma
November 2021 - Present

- Redesigned email templates and assited messaging strategy for a 1M+ subscriber list, contributing to a **+145% lift in open rate** across updated campaigns.
- Executed 4 campaigns per week across email, app graphics, digital video, and landing pages producing and maintaining **15+** reusable templates that cut per-campaign production time.
- Contributed to A/B testing on email creative and positioning including a neo vs. traditional banking test across **415K sends** with results informing design decisions that drove a **+4% lift** in direct deposit conversion.
- Partnered with product teams to align marketing visuals with product updates, ensuring consistency across app and web surfaces.
- Built and maintained email design system guidelines and component libraries to standardize communication across the team.

Designer - Contract | Cointracker
September 2026 - Present

- Designed and developed two reusable AI-powered creative templates in Claude to streamline CoinTracker's content production workflows.
- Built a reusable blog post template to support consistent, brand-aligned editorial content creation.
- Developed an interactive product phone mockup generator that allows teams to insert varying product screens into pre-built device imagery, eliminating repetitive manual mockup production.
- Translated brand guidelines and creative requirements into scalable tools that empower teams to independently generate consistent marketing assets.

Visual Design Director | Southern Majority
September 2020 - March 2022

- Partnered directly with political candidates to develop campaign visuals under tight deadlines, ensuring every deliverable met brand and messaging specifications.
- Produced a full suite of print collateral direct mail, yard signs, walk cards, and banners alongside digital presentations for candidate campaigns.
- Directed a team of freelance designers, consultants, and vendors, managing workflows to keep multiple concurrent campaigns on schedule.

Graphic Designer | Urban Skin Rx
May 2019 - September 2020

- Translated creative concepts into compelling designs across newsletters, promotional materials, and sales collateral.
- Directed product and model photography, leading photoshoots from concept through final execution.
- Interpreted visual references, briefs, and sketches to deliver projects with clarity and precision.

Art Director/ UX Designer | Acultivated Mindset
May 2018 - August 2019

- Designed and executed personalized digital user experiences focused on performance and engagement.
- Ran A/B tests on UI elements, CTAs, layouts, links, landing pages, and banners to continuously optimize conversion.
- Analyzed campaign performance weekly to surface trends, refine strategy, and inform SEO improvements.
- Collaborated with developers to ensure accurate execution of campaign assets and successful mobile app rollouts.

Skills

Design & Creative

- Email Design & Marketing Campaigns
- Social Media & Digital Advertising Creatives
- Landing Page Design
- Web & App Interface Design
- Conversion-Focused Design
- Brand Identity & Visual Systems
- Editorial & Content Design

Design Systems & Strategy

- Design Systems & Component Libraries
- Scalable Creative Workflows
- Visual Design Strategy
- A/B Testing & Creative Optimization
- Cross-Functional Collaboration

AI & Emerging Technology

- AI-Powered Creative Workflows
- Claude Artifacts & Interactive Applications
- Creative Workflow Automation
- AI-Assisted Content & Asset Generation

Zodiac sign: Aries | Favorite TV show: Scandal | Obsessed with: Thriller novels