



CONTACT INFO

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 @mirandaestepdesign

WHAT MAKES ME SHINE

I'm a Raleigh-based graphic designer and illustrator obsessed with details and creating engaging, fun content. My happy place is with my two dogs, Jolene and Earl, and my one-eared bunny, Puff.

SKILLS & ABILITIES

Graphic Design and Illustration

Adobe Illustrator, Adobe InDesign

Photography and Photo Editing

Adobe Photoshop, Adobe Lightroom

Videography and Video Editing

Adobe Premiere, Adobe After Effects

Social Media Planning and Automation

Buffer, Preview, Canva, Tailwind

Email Automation

Mailchimp, ActiveCampaign

Project Management Software

Asana, Trello

Web Design

Adobe Dreamweaver, Figma

EMPLOYMENT HISTORY

Graphic Designer

NC Department of Health and Human Services (Aug. 2022–Present)

- Design digital and print materials for over 33 internal divisions with distinct brand voices and ever-changing needs
- Manage and assign jobs to editors and translators submitted from across NCDHHS as part of the Communications review and approval process
- Respond to emergencies like COVID-19, Mpox, and Hurricane Helene by rapidly developing communication materials to get North Carolinians the information they need
- Increased output of graphic assets created by Communications Office from 2,312 pieces in 2022 to 3,381 pieces in 2023

Marketing Manager

The Centerpiece (June 2021–Oct. 2021)

- Created social media content using narrative and storytelling to generate leads, drive conversions, and grow their digital presence
- Designed eye-catching newsletters to drive event RSVPs, fine art sales, and interior design consultations
- Planned and marketed gallery events featuring new artists to increase customer retention and engagement
- Developed budgets across all marketing efforts, including print ads, social media promotions, and Google Ads
- Implemented a strategic brand vision and marketing plan that increased event attendance by 83% from Q1 to Q3 in 2021

Graphic Designer

The Centerpiece (July 2017–June 2021)

- Transitioned and rebranded a 30-year-old established brand, "Nicole's Studio and Art Gallery", to "The Centerpiece" upon new ownership
- Gallery representative at quarterly Person St. Partnership meetings, a downtown Raleigh community organization
- Managed and created content for all social media channels
- Organized events including the gallery rebrand grand opening (100+ attendees), monthly First Friday art shows, art workshops, and more

EDUCATION

North Carolina State University

Bachelor of Arts in Design Studies

Prague Institute, Czech Republic

Digital Photography Studio, Study Abroad

Wake Technical Community College

Associate in Applied Science in Graphic Design & Advertising
Advanced Graphic Design, Web & Graphic Design Certificates