

# Stephanie Halmich

Creative Director

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## about

Audience-focused and data driven Creative Director who enhances brand awareness across B2C and B2B companies by employing strategic brand development and creative storytelling. Uniquely experienced in launching new brands and scaling new ventures within both established corporations and high-growth startups and successfully optimizing limited resources and budgets for maximum results.

## skills

Steering creative strategy, brand development, brand identity, and brand positioning, with a focus on high-stakes stakeholder management.

### Creative & Strategic Leadership

Brand Launch & Leadership

End-to-End Brand Consistency Oversight

Value Proposition & Content Development

Message Creation & Storytelling

Team Building

Team Leadership & Agency Management

Cross-Platform Campaign Execution

### Technical Proficiency

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Adobe Creative Cloud

WordPress

Figma

Asana

Canva

## work

PartsTech / Technology / March 2024 - March 2025 [acquisition]

### Creative Director

**Built and managed the first in-house creative department, transitioning the company's reliance on external agencies to a centralized, flexible, and cost-efficient internal resource.**

- Streamlined Creative Processes—Implemented scalable workflows for project intake, creative reviews, and asset distribution, enabling seamless collaboration with marketing and product teams.
- Developed Comprehensive Asset Library—Centralized brand assets including logos, templates, and guidelines to ensure consistency and improve team efficiency.
- Elevated Trade Show Presence—Conceptualized and executed PartsTech's customer-focused creative strategy for booth presence at SEMA and AAPEX, two premier automotive trade shows in Las Vegas. This approach contributed to a **49% increase in scan registrations** compared to the previous year.
- Revamped Website Design—Redesigned the company's homepage with a customer-centric approach to build trust, using insights from user feedback. This update contributed to a **30% increase in web traffic, 55% increase in returning user traffic, 26% higher click rate, and 11% increase in new shop web conversions.**
- Expanded Photo Asset Library—Sourced, hired, and art-directed professional photographers to significantly expand PartsTech's photo assets. Negotiated pay and usage rights to ensure high-quality, versatile imagery that aligned with brand standards while optimizing budget.
- Championed Bold Visual Strategy for Branded Swag—Developed edgy, automotive-inspired illustrations, featuring motifs like skulls and gremlins, that broke away from typical corporate design. This creative risk resonated with the audience's tastes, driving high engagement and attention at trade shows.
- Supported Strategic Growth—Partnered with internal teams to develop tailored assets for campaigns, events, and customer engagement, ensuring alignment with business objectives.
- Planned for Team Expansion—Positioned the company for future growth by laying the foundation for a scalable creative department, including systems, processes, and asset management.

Ideanomics / Electric Vehicles / 2018 - 2024

### Creative Director

**Oversaw planning and launch of all branding initiatives for Ideanomics and its global subsidiaries.**

- Developed and implemented a creative strategy that supported the successful raising of over **\$500 million in investments** by crafting a compelling brand narrative and visual assets tailored to investor needs.
- Led the creative team and established and dramatically grew budget and department while also defining and implementing overall creative strategy, goals and expansion plans. Oversaw brand identity evolution, creative campaign direction and content development.

## skills

CapCut  
MidJourney  
ChatGPT  
Microsoft Office  
Google Workspace  
Graphic Design  
Copywriting  
Editing  
Content Creation  
Website Development

### Management

Photo Shoot Production  
Project Management & Collaboration  
Event Design & Execution  
Budgeting

### Communication

Adept at articulating and presenting creative visions and strategies to stakeholders at all levels, from team members to C-suite executives.

## passion

### Pressed in Brooklyn 2010 - 2011

Following a deep passion for design, I founded a letterpress company, specialized in crafting bespoke wedding invitations using antique letterpresses. This venture allowed me to explore my own creativity and the artistry of letterpress printing.

## education

**University of Missouri Columbia**  
BA / Journalism  
BA / German

**Parsons School of Design**  
Certification in Digital Design

## work

- Positioned Ideanomics as an innovative leader through creative campaigns across all marketing disciplines, including product marketing, brand, advertising, digital, social, content, and sales enablement.
- Revamped corporate and subsidiary brands by rebranding five entities within 18 months, resulting in a **152% increase in social media followers** and significantly enhancing overall brand visibility.
- Drove brand engagement by crafting and overseeing a unified creative strategy that guided the customer journey from awareness to decision-making.
- Implemented cost-saving measures by integrating production functions internally, **reducing product photo shoot costs by 75%** without compromising quality.
- Led the transition of website development in-house, achieving an **85% cost savings** compared to external vendors while maintaining quality and increasing efficiency in project timelines.
- Managed the complete creative rollout of key initiatives by defining the creative narrative, visual language and content strategy that aligned with brand values and business objectives.
- Led strategic brand audits and creative direction for major brand repositioning initiatives for global subsidiaries in markets across the US, Europe and Asia.
- **Built and mentored a creative team of 9 professionals** (graphic designers, copywriters, UI / UX professionals, video editors), ensuring excellence.
- Spearheaded innovation management, guiding team brainstorming, idea selection and implementation, while fostering a culture of creativity and risk-taking.
- Strategically partnered with cross-functional teams, including marketing, communications, investor relations, product development, software developers and technology, focusing on unified brand messaging and campaign alignment.
- Partnered with experts at our subsidiaries to analyze market trends and customer needs, informing a targeted, data-driven brand strategy.
- Oversaw the creative team's budget, aligning financial resources with marketing goals to optimize impact and efficiency.
- Established scalable creative processes using Asana and a flexible resource allocation model, effectively adapting to changing priorities and workloads.
- Directed a content marketing strategy, producing educational blog posts, email blasts and videos enhancing brand engagement and knowledge sharing.

### Freelance / 2014 - 2018

#### Creative Director

**Developed brand strategies and identities for clients across industries, enhancing brand perception and driving sales. Highlights include:**

- Rebranded GDS360 cybersecurity and its partner companies, leading to heightened investor engagement and the launch of a pilot program with a national healthcare provider.

### Geller / Finance / 2011-2014

#### Art Director

**Oversaw and designed financial reports for Bloomberg, as well as marketing materials for Geller and Bloomberg Philanthropies**

- Utilized design, copywriting and editing expertise to craft compelling, polished materials that effectively communicated key financial and philanthropic initiatives.