

STEPHANIE ZELMAN, ART DIRECTOR

PROFESSIONAL EXPERIENCE



Uturn Design. Made ya look.

*Boston
2000 - present*

Principal, Uturn Design

A creative agency where effective communications result from a combination of sound marketing strategy, powerful advertising ideas, and superior design execution. **Client Work:** Amy Martin Landscape Design, Designer Bath, BayPoint Builders, Boston Wedding Group, Back Bay Shutter Company, Belle Maison, Bennett & Belfort, Benson Interiors, City of Boston, Brownstreet Furniture, Cherkas Home Improvement, Boston Public Library, Boston Stock Exchange, Harden Innovation, In Its Place, La Tour Design, Hampden Design and Construction, ID Salon, Jewish Discovery Institute, Karen Joy Interiors, Kenneth Vona & Son Construction, KVC Builders, Liz Linder Photography, Mystic Valley Traders, Northeastern University, Parterre Garden Services, The Pillow Company, The Portland Group, The Presti Group, Shuttle, Sue Adams Interiors, Thomson Financial, TIDI Products, Thread, Wayne Towle, The Weathervane Shop, The Winnetu Resort.

1997-2000

Creative Director, Go Fish! Design

Clients: Web Dialogs, ZipLink, Boston Scientific, Domestic Violence Initiative.

Associate Creative Director, Ingalls Advertising

Clients: Apollo Eye Gear, Forum Corporation, Teradyne, Radisson Hotels, Citizens Bank.

Freelance Designer

Clients: Flanders+Associates, Little Brown Publishing, Putnam Investments.

*Montreal
1994 - 1997*

Art Director, Ogilvy and Mather

Clients: Seagrams, British Tourist Authority, Montreal Chamber Music Festival, Bristol-Myers Squibb, World Wildlife Fund.

*New York
1992 - 1994*

Freelance Designer while attending Parsons School of Design

Clients: Vanity Fair Magazine, Comstock Inc., The Knoll Group.

*Tokyo
1990 - 1991*

In House Designer, Koyosha Printing Company

Designed marketing materials for their Computer Publishing Laboratory.

2006 - present

PHILANTHROPY

Co-Founder, Forgirlsake, Inc.

In 2006, started a non-profit to support girls' education around the world. In 2013, launched the Forgirlsake Women's Doubles Open (FGSO), the keystone annual fundraiser that supports ongoing projects.

2000-2022

TEACHING

Instructor of Graphic Design, Branding and Advertising

Adjunct faculty at Lesley University College of Art and Design, Mass Art and Northeastern University.

1985-2000

EDUCATION

McGill University, Montreal

M.A. in Communications (2000)

"Looking Into Space" published in Graphic Design & Reading, Allworth Press.

Parsons School of Design, New York

B.F.A. with Honors in Communication Design (1994)

McGill University, Montreal

B.A. Joint Honors in Philosophy and Political Science (1990)

AWARDS AND RECOGNITION

Prism Trade Award (2025) for Kenneth Vona & Son Construction marketing.
Ad Club Hatch Merit (2013); Ad Club Hatch Gold: Logo Design (2012); Ad Club Silver (2012); Ad Club Bronze (2012); Trafalgar School for Girls Alumni Achievement Award (2012); RE:D, Parsons Alumni Magazine Profile (2009); AIGA Best of New England: Brochure Design (2007); Hatch Silver: Invitation Design (2002); Print Magazine A-Z: Invitation Design (2001); AIGA Best of New England: Advertising (2001); Applied Arts Magazine: Typography (1996); Art Directors' Club Student Award (1993).