

# Vanessa Stofenmacher

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**Over 10 years of creative leadership experience with a holistic approach to thoughtful design, people-first organizations and mission driven brands.**

## **Location**

Los Angeles, CA

## **LinkedIn**

[linkedin.com/in/vanessastofenmacher](https://www.linkedin.com/in/vanessastofenmacher)

## **Email**

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## **Phone**

(561) 901-6042

## **Experience**

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### **Founder, Creative Director** 2014–2019 **Vrai & Oro**

- Founded D2C fine jewelry startup through the values of quality, simplicity and transparency.
- Established brand vision, identity, culture and goals.
- Participated in all aspects of business development including finance, operations, marketing and product.
- Directly lead brand creation including jewelry, website, packaging, voice, graphic design and art direction.
- Launched with \$8k and grew business to \$15m in sales in five years with no additional funding.
- Successfully grew and lead a team of 30, establishing actionable quarterly and yearly OKRs aligned with a strong mission based vision.
- Acquired in second year by Silicon Valley solar tech company, Diamond Foundry.

### **Co-Founder, Creative Director** 2013 **Heirlume**

- Co-founded digital jewelry marketplace using personal profiling and a custom learning algorithm to help you find the perfect gift for your significant other.
- Pivoted business into Vrai & Oro after discovering the lack of transparency in the traditional jewelry industry.

### **Founder, Creative Director** 2009–2012 **Duk Design**

- Founded boutique design firm focused on building brand identities for startups and new businesses.
- Specialties included logo design, brand identity, UI/UX design, website creation and art direction.
- Developed and executed design strategies for over 50 clients while managing all aspects of business development.

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## Education

**OTIS Art & Design**  
*BFA Graphic Design*  
2009

**General Assembly**  
*UX Design Immersive*  
2014

**Goldman Sachs 10KSB**  
*Business Cohort 13*  
2016

## Awards

**Forbes 30 Under 30**  
*Art & Style*

**CSQ 40 Under 40**  
*Most Innovative Founders*

**Google UX +20**  
*Top 20 Creatives*

**Born Creative Awards**  
*Presented by Land Rover*

## Skills

**Design**  
InDesign, Photoshop, Illustrator,  
Lightbox, Sketch

**Business**  
Asana, Jira, Keynote, Slack,  
Google Suite

**Web**  
Shopify, HTML, CSS

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## Press

**Forbes**  
[Relentless Series](#)  
[Fate of Engagement](#)

**Vogue**  
[Your New Source...](#)

**Fast Company**  
[Put A \(Better\) Ring On It](#)

**MyDomaine**  
[Lessons for Success](#)

**The Style Line**  
[Studio Visit with V&O](#)

**Lonny Mag**  
[A Minimalist's Dream](#)

**Coveteur**  
[What To Consider...](#)

## Panels

**Women In Green**  
*A New Economy*  
Aug 2019

**OKReal**  
*A Life That Works*  
Feb 2019

**Millennial 20-20**  
*Trade With Ethics*  
Jul 2017

**Conscious Capitalism**  
*Why All Brands Should  
Be Feminists*  
Nov 2017

## Podcasts

**Glossy Podcast**  
[Inclusive Luxury](#)

**Spirit of 608**  
[Stylish Ethical Diamonds](#)

**Women on the Rise**  
[Vanessa Stofenmacher](#)

**Loose Threads**  
[From Earth To Sun](#)

**33 Voices**  
[Creating The New Classic](#)

**Shopify Podcast**  
[Why The Key To More Sales  
Is Fewer Products](#)