

Steve West

Designer / Art Director / Marketing Communications Manager / Consultant

INTRODUCTION

Dynamic brand advocate, creative facilitator and manager experienced inside diverse spectrum of industries.

- Optimizes brand recognition and profitability by wrapping compelling creative around external research and internal ideation sessions with stakeholders.
- Proven ability to clearly communicate and inspire cross-functional teams with brand strategy and rationale resulting in successful adoption, implementation and impact.
- Strong history of shaping and managing brand ID and integrated brand awareness strategies for successful B2B and B2C product launch and positioning campaigns.
- Solid project management skills that have translated into efficient resource and budget allocation.

Key Skills

Integrated Creative Development
Product Launches
Budget Management
Packaging
Vendor Negotiations

Hands-On Project Management
Consumer / Trade Advertising
Design, Photo + Art Direction
Client / Agency Relations
Employee Training

WORK HISTORY

DEFINITION 6 Senior Graphic Designer
Atlanta, GA | MAR 08–DEC 08

Assigned multi-faceted creative and management role that required keeping several 'plates in the air' at the same time. In addition to core conceptualization and design development, I was responsible for motivating experienced creative teams as well as guiding the development of juniors toward a project's required goal. Beyond creative and project management, the position regularly extended into account executive duties for new business pitches and acting as direct account liaison.

Specific Experiences Included:

- Design Team Lead for Definition 6 Website
- Design Team Lead for Integrated Print/Web Efforts
- Design Team Lead for Several Multi-Page Web Efforts
- Motivated Creative Teams/Mentored Juniors
- Managed Overall Project Quality Control
- Insured HTML Code Maintained Creative Objective
- Effectively Managed Budgets and Timelines
- Made Successful New Business Pitches
- Elevated Client Relationships

68DESIGN Principal / Senior Art Director
Atlanta, GA | MAR 02–Present

Developed design and content solutions for multiple clients across a diverse spectrum of industries. Managed all projects from concept to completion. Responsible for project estimating, print production, managing other contractors and all client relations.

Art Direction and Design work includes:

- Complete identity packages
- Packaging for interactive media
- Posters for musical performances and art oriented events
- Brochures / Collateral
- Retail catalogs

Other credentials: Accomplished commercial photographer for a variety of hard and soft goods offerings. Created several outreach campaigns for non-profits Clients Include: Fortunata, Mary Jane Bags, Stray Dog Imports, EPB, Widgets & Stone, Allied Arts, Hunter Museum of Art

BLUE SKY AGENCY Senior Designer
Atlanta, GA | JAN06-MAY06, JAN07-MAY07

As a contracted design consultant, worked within the framework of agency's collaborative teams, developed concepts and modern brand strategies for a variety of B2B and B2C enterprises. Deliverables included logos, package design, web content design and collateral. Clients included:

- National Geographic
- Cobb EMC
- Moe's
- Assisted in developing Self-promotional campaign for Blue Sky Agency, The Puppet Agency
- Atlanta Thrashers
- Atlanta Braves
- Atlanta Hawks

CI MARKETING Lead Designer / Art Director / Creative Department Manager
Atlanta, GA | JAN05-AUG05

Developed layout and design content for several B2B clients. Hands-on project development from concept to completion. Responsible for design management for collateral and web based projects, creative development, budget management with Account Supervisors, print production management and client relations.

Clients included:

- Dalton Utilities
- Georgia International Convention Center
- Benchmark / C-Biz
- Mohawk Flooring
- Big Stakes Golf Tournament

AMERICAN BICYCLE GROUP Senior Designer / Director Creative Services
Chattanooga, TN | JUNE01-MAR02

Was brought inside by organization to serve as Art Director for renowned international bicycle company and its multiple subsidiaries. Responsibilities included branding oversight for firm's four bicycle companies, including Litespeed Titanium, Merlin Metalworks, Quintana Roo and Tomac Bicycles.

- Designed complete identity including logos and paint schemes for various models as well as special edition bicycles
- Art directed photo shoots for catalogs
- Art directed product advertising campaigns for national cycling magazines

THE JOHNSON GROUP Designer / Art Director
Chattanooga, TN | MAR99-JUNE01

Served on the Lead collaborative creative team for Chattanooga's largest advertising and marketing firm. Efforts included a wide spectrum of print advertising and promotional materials for the agency's key accounts, including

- EPB
- Cricket Communications
- Chattanooga Symphony and Opera
- Litespeed Titanium
- Chattanooga Visitor's Bureau

NOTCH/BRADLEY Designer / Art Director
Chattanooga, TN | AUG98-MAR99

Graphic design responsibilities included collateral and newsletter development, logo design and a variety of other brand building design work as well as various other print materials for agency accounts.

GOODY'S FAMILY CLOTHING Designer / Art Director
Knoxville, TN | MAR97-AUG98

Graphic design responsibilities included the creation of weekly newspaper ads and sales collateral. circulars that maintained the integrity of the well-established Goody's brand.

TEACHING HISTORY

CREATIVE CIRCUS Typography Instructor / Design Instructor
Atlanta, GA | JULY05-PRESENT

Developed school's curriculum for the Type 3 class. Taught "Type 3" Seminar / Class and Collateral Design Development.

In addition to teaching to the key points of the course syllabus, mentored students by directing their personal levels of focus toward their individual design projects and career goals. [While several of these students have won top honors in the quarterly student show, many have gone on to win recognition in the Atlanta Addy's competition - and some have gone on to being published in national student competition magazines.]

AWARDS

2005 AIGA Seed Show, Atlanta Regional show
2005 AIGA Ten Show, Tennessee State-wide show
2005 Chattanooga Addys, 2 Golds, 3 Silvers
2004 Chattanooga Addys, 3 Golds, 9 Silvers, Judge's Award
2003 Regional Addys, 1 Silver
Chattanooga Addys, 5 Golds

PUBLISHED

2006 Logo Lounge 3
PRINT MAGAZINE 2005 Design Annual
LAYERS MAGAZINE Nov/Dec 2007

EDUCATION

UT, CHATTANOOGA
Chattanooga, TN | JAN93-DEC96
BFA graphic design