STEVE STEGER

SUMMARY

VERSATILE CREATIVE PROFESSIONAL WITH EXPERIENCE IN

VISUAL DESIGN, ART DIRECTION, UI/UX DESIGN AND FRONT-END DEVELOPMENT

- Expert in designing and adhering to brand guidelines and design systems.
- Self-starter that easily collaborates, communicates and learns within diverse team environments.
- Strong leadership experience of directing teams through creative and development processes.
- Works well with clients and/or stakeholders to ensure satisfaction of the end product.
- Solid foundation in front-end development with HTML5, CSS3 and JavaScript and can effectively communicate, code and QA test/debug with development teams.

WORK EXPERIENCE   more details on LinkedIn

STAX (formerly Fattmerchant) 2 years 2 months

CREATIVE MANAGER & DESIGNER   July 2020 – August 2022

Led the creative direction and strategy for all brands/products visual creative assets across the company and subsidiaries—including rebranding from Fattmerchant to Stax. Designed and maintained the company's web design system and contributed to the product design system while maintaining brand consistency throughout. Coached a team of designers, developers and other members of the marketing and product teams in overall brand style, consistency and best user experience. Designed user flow charts, sitemaps, wireframes, mock-ups and prototyped responsive website features. Provided design maintenance of all websites, digital applications, and visual elements for use in sales enablement collateral and other marketing mediums.

EARL ENTERPRISES   5 years 4 months

INTERACTIVE ART DIRECTOR & DESIGNER   November 2014 – February 2020

Led, directed and designed multiple websites, applications, email, display ads and social media campaigns for all Earl Enterprises' restaurants, partners and other entities. Advocated for best user experience, modern user interface design, brand consistency, usability, accessibility and SEO throughout all websites and digital media campaigns. Designed user flowcharts, sitemaps, wireframes, mock-ups and prototyped responsive website/application features.

STARWOOD HOTELS & RESORTS WORLDWIDE   18 month contract

INTERACTIVE DESIGNER   March 2013 – August 2014

Designed user flowcharts, sitemaps and wireframes, mock-ups and prototyped responsive website features, applications and digital touchscreen displays. Developed the front-end of many website features and digital touchscreen displays by using HTML5, CSS3 and JavaScript coding languages and command line Git. Participated in product testing and debugging website features with QA team. Also, designed email and social media campaign assets.

MONSTER MEDIA   2 years 10 months

ART DIRECTOR & INTERACTIVE DESIGNER   December 2009 – September 2012

Led multiple teams of designers and developers through the conception, design and development process of multiple out-of-home interactive digital experiences. Advocated for the consistency of the client approved vision, brand guidelines and utilization of innovative UI/UX practices. Managed client expectations and satisfaction for each product through client kickoff meetings, concept pitches and product presentations. Continually trained, taught and guided multiple designers in digital process, design, production and company procedures. Designed user flowcharts, wireframes, storyboards, mock-ups and prototypes for many interactive out-of-home multi-touch, gestural and augmented reality digital experiences in a fast-paced environment.

PROFICIENCIES

SKILLS

Art Direction
Visual Design
Brand/Identity
UI/UX Design
Web Design
App Design
Wireframing
Storyboarding
Prototyping
Agile/Scrum
SEO/Accessibility
Digital Asset Management
Front-End Development
Video/Photo Editing
2D Animation/VFX

SOFTWARE

Adobe CC
- Photoshop
- Illustrator
- InDesign
- Dreamweaver
- Premiere
- After Effects
- Animate
- Dimension
- Camera Raw
- XD

Sketch
Figma
OmniGraffle
WordPress
Google Web Designer
Coda

CODE

HTML5
CSS3
JavaScript
XML
Git Command Line

EDUCATION

VALENCIA COLLEGE

Associate of Science Degree
- Graphic Design
- Interactive Design

WILLIAM R. BOONE

High School Diploma
- Graphic Design Focus
- Multimedia Academy