



Steven Pecoraro

ART DIRECTOR

PROFILE

Incredibly versatile and adaptive graphic designer and art director with a vision for the big picture and passion for fine details. Design is about problem solving and it primarily happens outside of photoshop and illustrator. World traveled and believe the best ideas come from a team of diverse cultural backgrounds.

 <http://sneev.co>

EXPERIENCE

- 2012–2015 Art Director FOR Fierce | Seattle, WA**
Redesigned corporate identity. Developed & implemented project management system, project request system, digital asset management system, and asset change process; with minimal resource & under budget. Increased productivity & cost savings substantially by renegotiating with vendors. Developed & implemented creative processes that supported four departments and two divisions. Designed icons, logos, custom packages, case studies, whitepapers, print advertisements, trade booth displays, large format signage, trade show table experiences, marketing & sales collateral, micro-sites, e-books, invitations, training materials, e-blasts, self-mailers. Managed budgets, managed projects, and lead teams. Designed award-winning international trade booth increasing traffic by 300%. Saved over 20% of business printing fees by renegotiating with print vendors. Saved over 60% of marketing stock photography budget. Sourced and maintained vendor and freelance relationships.
- 2011–2016 Brand Consultant & Art Director FOR Sneev, Co. | Tacoma, WA**
Consulted clients on brand development & design logistics. Designed brand identities, brand strategies, logos & icons, illustration, typography, photography, package design, collateral, advertisement, and trade booth experience design. Helped clients produce new revenue with strategically designed marketing & sales materials to attract business and keep clients. **NOTABLE CLIENTS** Bridges, CraftedFinance, Life Incorporated, ABR Consulting, Painfree Foundation, Washington Ceasefire
- 2011 Sr Graphic Designer FOR Catamaran | Schaumburg, IL**
Designed annual investor's convention experience. Communicated with executive team on project scope. Based on a theme, designed large format signage, annual report, power point decks, client invitations, member identification cards, participant dossiers, micro-site, icon and logo design. Designed holiday card & presented gift ideas with custom package design.
- 2008–2011 Sr Graphic Designer & Jr Art Director FOR MHDezign | Chicago, IL**
Communicated with clients, managed projects, managed teams, managed relationships. Created project scopes and proposals. Designed brand identities, icons, logos, lead photoshoots, package design, advertisement collateral, marketing & sales collateral. Designed & developed wordpress websites. **NOTABLE CLIENTS** Redbox, American Dental Association, MBlock & Sons, PKConstruction, Le Ninja, Mamma Agata, LaGrange Public Works, Presto Grill, Skindeep, Slant Marketing, Project Pink
- 2008 Illustrator & Package Designer FOR Medline Industries | Mundelein, IL**
Designed several lines of packaging; container and artwork. Photographed & illustrated entire product line of bandages. Created logos, icons, and web advertisement banners.
- 2008 Web Designer & Developer FOR Two x Four | Chicago, IL**
Finalized production on several client websites, exported photoshop assets, implemented final artwork into fully developed micro-sites for lead generation.
- 2008 Production Artist FOR SiSu Marcom | Chicago, IL**
Designed large, outdoor housing development advertisement billboards that attracted possible buyers in a high-income neighborhood of Chicago.
- 2007 Graphic Design & Web Designer FOR Esposito Holdings | Chicago, IL**
Created various creative projects ranging from user experience design, user interface design & development, wordpress design & development, content management system design & development.

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CONTACT

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- 2007 **Web Designer FOR CG&CG | Chicago, IL**
Assisted with the transitioning of clients from Turtol to CG&CG. Daily duties included customer service, client management, project management, web design & development, and graphic design.
- 2006–2007 **Web Design Intern FOR Turtol | Chicago, IL**
Tasked with creating a custom set of icons & logos for a custom Content Management System. Built simple websites, webpages, and e-blasts from HTML and CSS. Participated in video & audio recording & editing. Main tasks included photo-editing, photo-retouching, and web design & development. Created & monitored several marketing campaigns through various delivery channels including RSS, QR, click-through, and primitive social media.

EDUCATION

- 2015–2017 **Western Governors University | Seattle, WA | IN PROGRESS**
Master of Business Administration
- 2015 **Luminous Works | Seattle, WA**
Advanced InDesign Application
- 2003–2008 **Illinois Institute of Art | Schaumburg, IL**
Bachelor of Fine Art, Multimedia Web Design, Visual Communications, Dean & President List's, First Student Ambassador, President of Equality Awareness Club, AIGA Student Leader
- 1999–2003 **East Leyden High School | Franklin Park, IL**
High School Academic Diploma, President of Equality Awareness Club, Peer Mediator, Student Aid, King of Chivalry, Mr. Sunshine, Horatio Alger Scholarship Recipient

TECHNICAL & MANAGERIAL SKILLS

Microsoft Office Suite (Word, Excel, Power Point, One Note, Access), Adobe Creative Suite (Photoshop, Illustrator, InDesign, Muse, Acrobat), Mac Applications (Pages, Keynote), Color & Font Management, Project Management, A/B Testing, Customer & Client Service. Self-regulated, empathetic, compassionate, intuitive, emotionally intelligent, servant Leader.

AWARDS & ACHIEVEMENTS

- 2014 **Chicago Innovation Awards**
Most Innovative Design
[<http://investor.sagentpharma.com/releasedetail.cfm?ReleaseID=836466>]
- 2013 **AIGA Seattle**
Co-Chair of Membership
- 2013 **Association of Talent Development**
Best New Trade Booth & Best Trade Booth in Show
- 2011 **GD USA**
Honorable Mention, various projects
- 2011 **RedEye Chicago**
Published Photography