

CAPABILITIES

Brand Development

Analysis & Strategy, Logo/Icon Design, Comprehensive Identity Systems, Integrated Marketing Campaigns

Mobile Media

Mobile UI Design, Iconography, Wireframing, Information Architecture, User Personas, Use-case Scenarios

Online Media

Web Site & Interface Design, User Experience, Information Architecture, Wireframing, Flash Animations, Ad Banners, HTML Email, Screen Savers, Self-running Apps, Application Iconography

Print Media

Brochures, Catalogs, Annual Reports, Packaging Systems, Tradeshow & Event Systems, Environmental Graphics, Posters & Banners, Stationery Systems, CD & Book Covers, Magazine & Editorial Design, Instructional Manuals, Direct Mail, Incentive Items

SKILLS

Programming

XHTML & CSS
Intermediate ActionScript (2)
WordPress

Media Programs

Dreamweaver, Flash, Fireworks, Firebug, Screentime, IconBuilder

Print Programs

Photoshop, Illustrator, InDesign, Acrobat Pro, QuarkXPress

Other Skills & Interests

Photography, Architecture, Furniture Design, Interior Design, Gardening, Video, Painting, Sculpture

EXPERIENCE

4/01 to Present, Steven Soshea Design

Creative Director/Principal: brand and identity development, integrated marketing, web site design and online media, packaging design, tradeshow systems, corporate and institutional communications, mobile interface design; clients include Discreet/Autodesk, Oracle, Bio-Rad, Leapfrog, Lawrence Berkeley National Laboratories, Sonic Solutions, iSkoot, AlarmPoint Systems, PanTerra Networks, Focus 4 Promotions, Rodia Records, Salon Rouge, Motorslug Entertainment, and others; creative clients include Young & Rubicam and Tuft+Co.

2/10 to 6/10, Good Technologies, Inc.

Principal UI Designer: designed iPhone and Android cross-platform UI system for secure email, contacts, and calendar applications; involved in developing innovative context-based interaction systems; experience with Agile development.

7/05 to 11/07, Openwave Systems, Inc.

Creative Director (contract): designed and directed comprehensive rebrand including brand guidelines, new corporate logo, figurative and abstract imagery, revised typography and color palette, stationery, screen saver, and web site visual design; templates for PowerPoint, data sheets, whitepapers, and Sales RFPs, etc.; extensive revision of previous brand, including complete rewrite of brand guidelines and redesign of materials; extensive rebrand of subsidiary company; designed sales and marketing campaigns, including thematic logos with imagery, brochures, direct mail, web microsite, event signage, and print collateral; corporate tradeshow and event support, including booth graphics and custom panels, furniture, signage, print collateral, magazine advertising, email invites, and monitor animations; web site visual design support, including header graphics, Flash and static home page banners, interior page Flash animations and technical diagrams, and intranet visual design; mobile interface visual design and basic wireframing; wrote script and art directed internal sales video; in-house executive photographer; managed multiple domestic and international vendor relationships; managed press checks.

2/95 to 4/01, Macromedia, Inc.

Senior Graphic Designer & Project Art Director: primary lead in designing numerous print and digital materials; developed and created product packaging, data sheets, sales kits, brochures, newsletters, complete magazine redesign, posters, CD and book covers, conference signage and print materials, corporate incentive materials, and various direct mail; developed and created company-wide system of application icons; developed and created icon system for Director Behavior panel; created user interface for a music player and a multiuser chat; developed core pre-press production guidelines; wrote corporate style guide specifications for product icons and branding, product packaging, and application icons; art directed international creative teams through written and visual templates and direct correspondence; art directed junior designers and production staff; managed domestic and international press checks; established and maintained department design library; mentored print and multimedia designers in graphic design and technical issues; coordinated interdepartmental and Creative Services brainstorming meetings; session speaker and gathering moderator at the UCON98 Macromedia user conference.

12/91 to 12/94, Berkeley Systems, Inc.

Senior & Lead Graphic Designer: created packaging systems, software manuals, advertisements, brochures, catalogs, data sheets, posters, disk labels, etc.; art directed photography, managed model and photographer search; developed departmental pre-press production guidelines; created screen saver artwork and sounds; mentored designers in software and pre-press issues.

EDUCATION

California College of the Arts, B.F.A. Interdisciplinary Design

U.C. Berkeley, emphasis in science and art

Student Internships: De Young Museum; Cronan Design, SF

PUBLICATIONS

2007, Word It, Edited by Bryony Gomez-Palacio and Armin Vit, How Books

2005, Stop Stealing Sheep, Year 3 ('04-'05), Edited by Bryony Gomez-Palacio and Armin Vit, Speak Up Press

1995, Adobe Illustrator Creative Techniques, by Ellenn Behoriam & Gary Poysstick, Hayden Books

1994, Photoshop F/X, by Cathy Abes, Ventana Press

1987, Stars & Stripes, by Kit Hinrichs, Chronicle Books

AWARDS

Print Magazine Regional Design Annual, Publish Magazine, Step-by-Step Graphics

ORGANIZATIONS

AIGA, IxDA San Francisco, SoDA