

Steve Joves

Art Director/Design Manager/Senior Visual Designer

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AREAS OF EXPERTISE

Creative Art Direction

Typography & Layout

Video Production

Video Animation

Website Design

Mobile Design

Brand Design

Emails/Landing pages

Concepts & Prototypes

Social Media Integration

Cross team collaboration

Recruitment & Leadership

EXPERIENCE

SAFE Credit Union, Folsom, CA

Senior UI Designer | January 2018 - Present

Principal UI/email designer and lead video producer/editor for Sacramento's second largest credit union.

Key Achievements:

- Implemented design criteria for emails created in Salesforce Marketing Cloud. Worked with developers and analysts to deliver dynamic content and trigger send emails.
- Produced wireframes and UI design for external marketing web pages.
- Successfully created a production team to incorporate video for use in social media platforms, in-branch digital screens, and other website enhancements.
- Produced and co-directed a video series that was awarded CUNA's Best in Class for Non-Commercial videos.

ReliaMax, Folsom, CA/Sioux Falls, SD

Visual Designer | December 2014 - December 2017

Principal visual designer for a private student loan company based in Sioux Falls, South Dakota with an office in Folsom, California. Established design foundations and coordinated marketing campaigns with C-level executives, managers, directors, and IT teams.

Key Achievements:

- Managed all aspects of creative marketing support for Sales teams, including print collateral, booth designs, and email campaigns.

- Improved industry awareness about ReliaMax by driving drip marketing campaigns and presentation assets.
- Successfully launched Connextloans.com as a platform for small banks. Launch included designing all UI/UX for website, logo brand, marketing materials and architecture flow of banking products.

Aeria Games, Santa Clara, CA

Creative Director/Design Manager | June 2010 - October 2013

Recruited and directed a 7-member team and led global design initiatives for marketing and application development. Coordinated project launches with marketing, business development, production, mobile, and engineering teams. Managed concept development for mobile and Facebook gaming, social media marketing, and application UI. Provided training on video editing, motion graphics, typography, layout, color, and production game process.

Key Achievements:

- Led successful production of marketing assets for two of Aeria's largest game launches.
- Scaled productivity and output, implemented new marketing testing methods to determine effectiveness in driving new UA while increasing DAU/MAU rates, and built standard templates (landing pages, emails, banners).
- Increased click-through rates by 4% by replacing Flash animation ad units with streaming video ad units and YouTube channel.
- Improved team efficiency and schedule adherence with implementation of bi-weekly SCRUM session and daily sprints, as well as internal promotions and staff realignments.

Viacom/MTV Networks, San Francisco, CA

Art Director/Senior Visual Designer | April 2007 - May 2010

Held a variety of roles working on major company brands and properties. Adapted to tightly constrained budgets without sacrificing quality.

Key Achievements:

- Senior Visual Designer (6/09-5/10) for Shockwave.com and AddictingGames.com; created UI/UX for social networking profiles/mobile sites; sales & marketing creative content; website thumbnails, ad units, site skins, and custom award graphics.
- Art Director/Senior Visual Designer (6/08-5/09) for Atom; responsible for all creative design. Collaborated with general manager, site director, sales, and editorial to develop UI experience; redesigned site to rebrand AtomFilms.com to Atom.com integrated with Comedy Central brand.
- Senior Visual Designer (4/07-5/08)/Visual Designer (10/05-4/07), AtomFilms, Shockwave, AddictingGames, Addicting Clips. Designated lead designer for AtomFilms.com redesign. Created marketing stingers/bumpers for promotional units. Produced AtomUploads promotional launch video (received 2M viral hits with days of launch). Partnered with marketing for brand integration with MTVN digital.

Independent Contractor, San Francisco, CA

Art Director/Design Manager/Senior Visual Designer | June 1999 - Present

Liaise with business owners, C-level executives, managers, and staff across marketing, engineering, art/creative to understand requirements and goals. Advise on art & design concepts (look & feel, mood, etc.), schedule feasibility, time management, organization, other factors.

Key Engagements & Achievements:

- Sr. Visual Designer Contractor (2014/2016) - Art directed mobile app, landing page, and social media marketing for Playnext and Gameflip.
- Logo Designer (2015) - Logo creation for Kick Metrics, Rybot
- Design Manager (2014) - Managed team of artists and designers at DeNA.
- After Effects Animator (2004-2005) - Created video ad displays for Coolsign, Big Pixels, and eMotion Studios.
- Web Designer/Graphic Artist (1999-2000) - Created interactive playing cards for Disney's Bear in the Big Blue House.

** Prior experience as Instructor with Academy of Art College and Web Designer with QuokkaSports (NBCOlympics.com).

SOFTWARE

Expert knowledge of Photoshop, Illustrator, AfterEffects. Proficient in DaVinci Resolve, Adobe Rush, Premiere, Media Encoder, Handbrake, Figma, HTML, CSS. Working knowledge of XML, JavaScript.

EDUCATION

Bachelor of Arts in Computer Art

Academy of Art College, San Francisco, CA

Bachelor of Arts in Art, Emphasis in Graphic Design

San Diego State University, San Diego, CA

* May have to disable Global Protect to view the website.