

# STEPHEN GOSE

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## SUMMARY

I'm an art director and designer who breathes life into digital campaigns, visual identities, and every kind of printed collateral. I'm a San Antonian in Brooklyn who has lived all over the country and created work for clients ranging from Microsoft, Verizon, Target to the Washington State Fair. From large agencies to small shops to in-house roles, my constants are versatility, flexibility, and creative problem solving.

## SKILLS + EXPERTISE

**Leadership:** Creative Direction, Cross-Functional Collaboration, Stakeholder Presentation & Communication, Project Management, Trend Tracking & Research, Photoshoot Direction.

**Execution:** Graphic Design, Typography & Layout Design, Print & Digital Design, Ad Design, 360 Campaigns, Visual Design, Illustration, Brand Identity, Brand Guidelines, Creative Strategy, Pitch Development.

**Technical expertise:** Adobe Creative Suite: Photoshop, Illustrator, InDesign, and After Effects. Figma, Sketch, Zeplin, Powerpoint, Keynote, Adobe Experience Manager, Widen DAM, Wordpress, HTML, CSS, and modern web development workflow.

## EXPERIENCE

### Freelance Senior Graphic Designer | Remote | 2023

- **UL Solutions (Chicago, IL):** White papers, brochures, info sheets, infographics, and presentation materials.
- **Keyes Wine (Anderson Valley, CA):** Visual identity and branding for an artisanal wine producer.

### Verizon Creative Marketing Group | New York, NY | 2022

#### Senior Designer

- Visual design and execution for online advertising and social campaigns, corporate homepage, product pages, and Verizon Up Reward Cards app. Maintained high level of creativity and brand consistency in fast-paced and fluid environment.

### College Board | New York, NY | 2018 - 2021

#### Senior Visual Designer

- Developed and executed print, digital, and social media solutions for a variety of marketing projects in collaboration with the Business Experience team. Managed all phases of creative work from concept through completion, including creative strategy, concept development, digital file preparation, and managing external design vendors. Developed new processes to improve ADA accessibility on collateral produced by the team.

### Wunderman | Seattle, WA | 2016 - 2018

#### Art Director

CLIENT: Microsoft

- Responsible for Microsoft Learning social media channels. Tasked with creating strategic, creative, and data-driven digital marketing campaigns, while still maintaining brand standards, as well as conceptualizing and executing designs to meet the demands of a fast-paced social media environment, including organic and paid social posts and social video.

### Jones Advertising | Seattle, WA | 2013 - 2016

#### Art Director

CLIENTS: Ben Bridge Jeweler, YMCA, Microsoft, Washington Traffic Safety Commission and Washington State Fair

- Concepted and executed integrated campaigns including TV, print, direct mail, social and digital campaigns.

### POP | Seattle, WA | 2011 - 2012

#### Senior Designer

CLIENTS: Target and Microsoft

- Designed interactive experiences and digital marketing campaigns.

### Toolbox Studios | San Antonio, TX | 2010 - 2011

#### Lead Graphic Designer (freelance)

CLIENTS: USAA, H-E-B

- Art directed and illustrated editorial content for an iPad app, supervised one other designer, and designed for other web and branding projects.

### **Mekanism** | San Francisco, CA | 2010

*Freelance Designer*

CLIENTS: Huggies, IAVA-Miller

- Designed character concepts and illustrated storyboards for tv ads, interactive design for IAVA (Iraq and Afghanistan Veterans of America) iPhone app co-branded with Miller.

### **Tomorrow Partners** | Berkeley, CA | 2007 - 2009

*Interactive Designer*

CLIENTS: Janus Capital Group, AIGA Compostmodern Conference, Scharffen Berger Chocolates

- Interactive design, concept development, and front end web development.

### **DRAFTFCB** | San Francisco, CA | 2006 - 2007

*Designer and Art Director*

CLIENTS: Homewood Suites, Hilton, Dockers, Levis, Kikkoman, Electronic Arts, Buena Vista Games, and Sunkist

- Designed and art directed television, print and interactive campaigns.

## EDUCATION

### **The Creative Circus** | Atlanta, GA | 2005

*Graphic Design Portfolio Program*

### **Texas Christian University** | Fort Worth, TX | 2002

*BFA in Graphic Design*

## INTERESTS

- **Music:** I have curated a 90 minute mix and newsletter every month for 4 years. I also play guitar.
- **Vegetable Gardening:** My biggest homegrown tomato so far is 1.5 lbs.
- **Cooking:** I'm currently perfecting homemade pizza in an ordinary home oven.