

STEVEN LINVILLE

ART DIRECTOR & DESIGNER | 15 YEARS OF PROFESSIONAL EXPERIENCE

SENIOR ENVIRONMENTAL GRAPHIC ARTIST and ART DIRECTOR LSI GRAPHICS / 2017-PRESENT

- Developed brand packaging for Varsity Sports & BSN to establish distinct identities for 500+ High Schools across the nation
- Designer of multiple event graphics and signage for local and national events
- Lead Artist on Phase 3 & Phase 4 of the Penn State Lasch Football Facility remodel (an overall \$69 million renovation)
- Presentation & complete design of signage throughout the Luth Athletic Complex at Holy Cross College
- Designer of all local print ad signage for Anheuser-Busch during Super Bowl LIV in Miami (42 locations)



CREATIVE DIRECTOR / OWNER LINVILLE DESIGN / 2007-PRESENT

- Brand guide development for new businesses; including logos, letterhead, signage, business cards and more
- Creation of social media and various web assets for current businesses including web banners and email blasts
- Design of individual event promotions (includes posters, mailers, event guides and social media advertisement)
- Environmental graphics & way-finding signage for local churches
- Vector illustration, creative design for silkscreen of apparel, invitations and posters



CREATIVE DIRECTOR / SENIOR ART DIRECTOR / DESIGN TEAM LEADER FATHEAD LLC / 2012-2017

- Management of the creative team including junior, senior and freelance designers
- Launched company mentorship program implementing one-on-ones and group discussions to align the teams with personal interests
- Led the overall creative vision for the Fathead brand, internal and external facing experience including web and social
- Scheduling of all creative projects for custom and production work; 1200+ web orders, 15-20 custom orders per week
- Established SOPs for the creative department, workflows and goal-setting for the 16 member design team
- Worked with internal Marketing team to develop the 2017 rebrand of the website, 1000+ new photos to showcase product
- Effectively supported the revenue growth of the Pro Graphics Team from \$600k in 2012 to over \$5.1 million in 2016
- Created detailed, explicit briefs for every new product showcase



SKILLS / KNOWLEDGE

Art Conception & Direction / Creative Briefs / Design Instruction / Hierarchy / Mentorship / Production Management
ISO9001 Requirements / Photography / Storyboarding / Typography / UX Design / Wireframes / Apparel Printing
Brand Management / Exhibit Design / Project Management / Adobe Creative Suite / Adobe Illustrator / Adobe InDesign
Adobe Photoshop / Adobe Dreamweaver / Adobe Fireworks / iMovie / Keynote / MAC OS / Microsoft Excel
Microsoft Powerpoint / Microsoft Word / Google Sketchup / CorelDraw / Windows OS / Wordpress / HTML / CSS

EDUCATION

General Assembly | User Experience Certificate | 2019
Design Core Detroit | Client Services Boot Camp | 2015
Rochester University | BS in Mass Communication - Graphic Design Major | 2011

VOLUNTEER / CLUBS / GROUPS

Current: Old Homestead News - Editor
Current: Ocelot Community Print Shop Member
Past: Specs Howard Graphic Advisory Board Member
Past: Boy Scouts of Southeastern Michigan Steering Committee Member
Past: AIGA Chair for PechaKucha Night