

STEVE LINVILLE

ART DIRECTOR | SENIOR DESIGNER | PROJECT MANAGER

SENIOR GRAPHIC DESIGNER CZARNOWSKI COLLECTIVE / 2022-PRESENT

- Designer of Record on all Brand Partners Exhibit and Trade Show graphic packages
- Responsible for all creative requests pertaining to AC Delco, GM Design Genuine Parts, GM Marine, OnStar and others
- Provide design direction and execution on all internal Czarnowski graphic requests



SENIOR ART DIRECTOR / LEAD GRAPHIC DESIGNER / PROJECT MANAGER LSI GRAPHICS / 2017-2022

- Develop branded graphic packages for Varsity Sports & BSN which establishes distinct identities for High Schools nationwide
- Designer of multiple events, providing custom graphic design & signage for local and national events
- Lead Environmental Artist on Phase 3 & 4 of the Penn State Lasch Football Facility remodel (an overall \$69 million renovation)
- Responsible for decisions related to the creative execution, including choosing vendors, checking proofs, preparing and supplying files
- Manages projects through the stages of: planning/ scheduling, creative development, edit production, print, support



CREATIVE DIRECTOR / DESIGNER 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)
- Oversee all parts of the creative process: briefing, creative development, reviews, approvals and execution



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

- Management of the creative team including junior, senior and freelance designers; assigning projects based on workload and skill set
- Launched company mentorship program implementing one-on-ones and group discussions to align the teams with personal interests
- Established SOPs for the creative department, workflows and goal-setting for the 16 member design team
- Led the Marketing team on the 2017 company-wide product rebrand including new photography and content descriptors
- Effectively supported the revenue growth of the Pro Graphics Team from \$600k in 2012 to over \$5.1 million in 2016



SKILLS / KNOWLEDGE

Art Conception & Direction / Creative Briefs / Design Instruction / Hierarchy / Mentorship / Production Management
ISO 9001 / Photography / Storyboarding / Typography / UX Design / Wireframes / Apparel Printing / HTML / CSS
Brand Management / Exhibit Design / Project Management / Adobe Creative Suite / Adobe Illustrator / Adobe InDesign
Adobe Photoshop / Adobe Dreamweaver / Adobe Fireworks / Content Writing / Keynote / MAC OS / Microsoft Excel
Microsoft Powerpoint / Microsoft Word / Microsoft Teams / Google Sketchup / CorelDraw / Figma / Windows OS

EDUCATION

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

VOLUNTEER / CLUBS / GROUPS

Old Homestead News Editor / South Farmington 1st/2nd Grade Baseball Director
Ocelot Community Print Shop Member / Farmington Hills Parks & Recreation Commission Member