

Steven Whitright

Creative Director – Oakland, California

Summary

I'm an Oakland-based creative leader, designer, videographer, photographer, musician, and all around creative nerd who is permanently stoked on solving design challenges, helping other designers grow, and creating effective, clean and memorable work.

Clients

Patagonia, Target, Kodak, NBC, 99designs, Urban Outfitters, Kellogg's, Universal, ATT, Barneys, Best Buy, Costco, Disney, Tim Ferriss, Kmart, L'Oréal, Office Depot, Saks, Sears, Walmart, Kraft, DreamWorks, Colgate-Palmolive, Toyota, Anthropologie, Sony, Overstock.com, 3M, Nestlé, Verizon, Duracell, + more.

Specialties

Creative/art direction, branding, web design/development, video production, motion graphics, digital/film photography, print design, audio design, UX design, vendor management, studio design, design budget management, and post production.

Education

Academy of Art University
San Francisco, Ca. 04-08

Bachelor of Fine Arts degree in Computer Arts with an emphasis in New Media.

Kennedy Multimedia-Technology HS
Fremont, Ca. 01-03
Emphasis in New Media.

Contact

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Experience

StevenWhitright.com. 1/02-current.

- A tested creative leader with a deep knowledge of the varied disciplines of omnichannel design, branding, and user experience.
- Passionate about building and nurturing high-performing teams where creatives empathize with the needs of other teams and executive leadership, grow as designers, and deliver brand-evolving creative that is produced at the highest level of quality.

99designs (Vistaprint). Creative Director (Mktg Sr AD). 5/16-4/20.

- Directed the Creative Services team for the world's largest on-demand graphic design marketplace.
- Developed and evolved the brand globally and ensured a high level of creative output across all marketing deliverables, including: landing pages, email marketing, social channels, videography, motion graphics, advertising, merchandise, and internal marketing materials.

RichRelevance. Creative Director. 12/12-4/16.

- Directed the Creative Services team for the global leader in omnichannel personalization.
- Owned creative execution for all aspects of the company's marketing efforts including: web, videography, motion graphics, advertising experiential marketing.

RichRelevance. Art Director: Advertising. 7/10-12/12.

- Designed context-relevant advertisements for some of the world's largest retailers/brands, providing them with a convenient way to directly influence purchases at the point of sale.

Frogster-America. Senior Designer. 5/09-7/10.

- Was responsible for creation of marketing materials which facilitated growth in the number of registered users for the company's flagship online game from 1 million to over 3 million.

Oline Sports. Lead Designer. 5/08-1/09.

- Was responsible for creating print-ready custom logos and custom web headers for dynamically-built school sports sites; created graphics for over 250 schools, effectively doubling the amount of schools using the company's software.

Oxygen Productions. Web Designer. 7/05-5/08.

- Working directly with the art director and project manager, designed and developed: motion graphics, videos, websites, and print advertisements.