

STEPHEN GOSE

Senior Graphic Designer and Art Director

New York, NY / 415.606.6995 / gosedesign.com

SUMMARY

Creative and versatile senior designer and art director with 15+ years of experience in digital and print design. A proven ability to create visual identities, digital marketing campaigns, and printed collateral materials. A strong background in design and advertising agencies and in-house design teams. Proficient in Adobe Creative Suite (Photoshop, Illustrator, InDesign) Figma, and other industry-standard tools.

EXPERIENCE

Freelance Senior Graphic Designer | Remote | 2023-2024

- **Dominari Securities (New York, NY):** Branding, brand guidelines, print collateral
- **UL Solutions (Chicago, IL):** White papers, brochures, info sheets, infographics, and presentation material
- **Keyes Wine (Anderson Valley, CA):** Designed a fresh 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 a 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, and digital file preparation
- Managed 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 concepting 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

- UX 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 national television, print and interactive campaigns.

EDUCATION

The Creative Circus | Atlanta, GA

Graphic Design Portfolio Program

Texas Christian University | Fort Worth, TX

Bachelor of Fine Arts in Graphic Design

SKILLS + EXPERTISE

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

Execution: Graphic Design, Typography, Layout Design, Print Design, Digital Design, Visual Design, Ad Design, 360 Campaigns, Storyboarding, Illustration, Brand Identity, Brand Guidelines, Creative Strategy, Pitch Development, Video Editing, SEO.

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