

# Stephen Schneider

User Experience Design / Visual Design / Creative Direction

(240) 274-5560 | [designdaddy@gmail.com](mailto:designdaddy@gmail.com) | [Portfolio: srschneider.com](http://Portfolio:srschneider.com) | [LinkedIn Profile](#) »

## **SKILLS // COLLABORATE, RESEARCH, DESIGN**

Manage and mentor creative & design staff, develop creative concepts, creative strategy, user specifications, visual language, information architecture • Design of layouts, template systems, advertising campaigns, brand identity systems • Perform user research, stakeholder & user interviews, card sorting, prototyping

## **CLIENTS // JUST A FEW**

Library of Congress, TSA, CitiMortgage, US Treasury, SiriusXM, Washburn Guitars, US Navy, Tumi Luggage, RadioShack, JAMDAT Mobile, G&L guitars...

## **USER EXPERIENCE LEAD, SENIOR ART DIRECTOR**

**Library of Congress, Web Services, Washington, DC - February 2009 to present (GS schedule)**

*Design Strategy, Art Direction, Information Architecture*

- Collaborate with a close-knit team of UX leaders to transform the Library's enormously complex and aging web properties, by introducing core concepts such as "finding" and "sharing".
- Establish user experience guidelines and visual design standards for LOC.gov web site, mobile and social networking properties, championing best practices such as responsive and modular design templates.
- Lead the design of a complex template system and global navigation paradigm showing rationales and user specifications, annotated screens and component designs.

## **MANAGER OF USER EXPERIENCE, SENIOR ART DIRECTOR**

**Sapient Corporation, DC, New York and Miami - 2005 to 2009**

*Associate Creative Director, Senior Art Director, User Experience Lead, Information Architect, Creative Strategist*

- *Transportation Security Administration (TSA)* - Collaborate and co-author a 2-year online strategy for TSA; co-lead a complete redesign of TSA.gov to launch in 2009. Work including site assessment, web strategy, turning user research findings into information architecture and site structure; lead visual design, definition, and documentation in a comprehensive style guide.
- *Citibank* - Lead online creative team for two business units of Citibank. Author, oversee creative strategy, concepts, messaging hierarchy, and rationales for all creative, including online (primarily) and offline advertising/marketing programs. Identify and define creative advertising/marketing solutions for a saturated lending market. Frequent client contact and travel.
- *Library of Congress* - Lead design and production of offline materials for high-end print production for the Library of Congress, co-author business case with project management, lead user research to understand user behavior, translate findings into business needs and user scenarios for 3 key visitor groups.
- *US Treasury/Federal Reserve Bank of NY* - Develop a comprehensive and scalable visual design system for their main auction application, including a detailed 100+ page style guide for developers, including wire frames. Conduct requirements-gathering workshops with clients, and apply user experience methods.

## **CREATIVE STRATEGIST, ART DIRECTOR, DESIGN CONSULTANT**

**Six Degrees Inc, Chicago - 2004 to 2005**

*Senior Art Director, Creative Strategist*

- Lead creative strategy and design of integrated marketing campaigns including trade show booth, national trade and consumer advertising and direct mail campaigns.
- Lead creative strategy and design for a mobile gaming company's category debut, including in-store POS materials and graphically mapping the internal go-to-market process for a major electronics retailer.

*Clients served: Washburn Guitars, Parker, Eden, Oscar Schmidt and Randall brands, RadioShack, JAMDAT Mobile, Aladdin Software Security*

*(Continued...)*

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## USABILITY PROTOTYPE DESIGNER, CONTRACTOR

**Doblin, Inc., Chicago - Summer 2004**

- Collaborate with strategy team on user research insights and synthesize into concept prototypes for testing. Work as part of a team to identify innovative solutions for a financial services client by meeting user needs to capture and retain market share.
- Prototypes were customized for different target groups depending on life stage and personal assets, and were used to identify user process and information flow.

## CREATIVE SERVICES MANAGER

**Sirius Satellite Radio, New York City - 2002 to 2003**

- Start up and lead creative marcomm initiatives, online and offline, including national and retail campaigns (B2B, B2C) and special events. Implement existing brand guidelines as well as define new approaches to the brand.
- Preparing for launch in 2002, manage web team throughout the development of the new web site. Maintain website integrity and usability.
- Manage, hire and mentor creatives to support all marcomm efforts, including online and offline. · Corporate ID refresh, including redesign the Sirius logo mark. Hire, manage, coordinate and guide full-time and freelance staff to create all communications from concept to completion.

## ART DIRECTOR, ADVERTISING

**Freelance, New York City, Washington, DC - 2000 to 2001**

**Earle Palmer Brown, Advertising Agency, New York City, Washington, DC - 1996 to 2000**

**Morand Sabatino & Day, Advertising Agency, Richmond, VA - 1994 to 1996**

- Lead concept, art and design on national communications campaigns including print advertising, marketing and collateral. Collaborate with copywriters and account teams to craft the most impactful messages for our clients, as well as consumers.
- Translate client brand strategy into compelling concepts for communication as national print advertising campaigns, collateral, TV and in-store graphics. Collaborate with creatives and account team. Guide clients through the creative process and to make sound decisions. Motivate follow-through from concept to implementation, including design, photography, art, negotiations with vendors, press checks.

*Clients served: Tumi Luggage, Champion Sportswear, Blue Cross/Blue Shield, KEYSPAN Energy, WorldCom, Novartis, Marriott, Atlantic Luggage, Sprint PCS, LEXIS/NEXIS, Ethyl Corporation, G&L Guitars, Simon Business School, Novartis, Sofitel Hotels*

## EDUCATION

<b>Master of Design</b>	Human-Centered Design Planning	Institute of Design, IIT, Chicago, IL
<b>Bachelor of Fine Arts</b>	Advertising/Art Direction	VCU, Richmond, Va

## BASIC TOOLS

Mac/PC proficient (Mac preferred), expert in Adobe Creative Suite and most Microsoft application software, and old fashioned, hand-drawn comps for quick iterating, sketching concepts to prototype.

## INDUSTRY RECOGNITION

Advertising Age Encyclopedia of Advertising  
Lürzer's International Archive Magazine  
CMYK Magazine