

Stephen Schneider

Creative Director

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SENIOR CREATIVE DIRECTOR, HEAD OF DESIGN NYC **Capital One Labs, Digital R&D, NYC, DC, Richmond, VA - 2015 to present**

- Establish the role of design in vision and strategy for new digital and physical products and features for Capital One. Lead teams and project work through early stage research to define digital products and features, make recommendations to the business, and design prototypes to test and validate with users.
- Manage and grow Labs (a future-focused product team) in NYC and DC offices, establish norms and design practice, mentor and groom designers to be empathetic, to prototype quickly, test and learn. Work with Labs LT to be the voice of Design to influence product strategy, partner with various business owners to chart roadmap to delivery.

DESIGN & UX SUPERVISOR, WEB SERVICES DIVISION **Library of Congress, Web Services, Washington, DC - 2009 to 2015**

Design Manager, UX Strategy, Art Direction, Information Architecture

- Manage and lead a team of multi-disciplinary designers to transform the Library's enormously complex and aging web properties (*LOC.gov* and *Congress.gov*) as well as create beautiful mobile and social networking properties and interactive experiences. This required the unprecedented coordination of a complex, yet flexible template system, global navigation paradigm, visual design system and architecture.
- Interface and manage numerous relationships with content owners and SMEs across the Library, to represent and champion UX design principles, usability and various user-centered design research methods.

MANAGER OF USER EXPERIENCE, SENIOR ART DIRECTOR **Sapient Corporation, DC, NYC, Miami - 2005 to 2009**

Creative Director, Art Director, UX 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* - Creative Director over a team for Citi Home Equity and CitiMortgage online properties. Author, oversee creative strategy, concepts, messaging hierarchy, and rationales for all creative, including online and offline advertising/marketing programs.
- *Library of Congress* - Lead design and production of print 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, in-store POS materials and 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

USABILITY PROTOTYPE DESIGNER, CONTRACTOR **Doblin, Inc., Chicago - Summer 2004**

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

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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

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

TOOLS & SKILLS

Mac, Adobe Creative Suite, Sketch, InVision, Microsoft, good old-fashioned hand-drawn comps, sketching concepts to prototype.

Manage and mentor creative & ux 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