



Steve Yaffe Creative Director
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Summary I'm a seasoned Art/Creative Director, who believes in an "idea first" approach to solving client challenges. I've worked on ideas and executions across a broad range of categories, clients and media.

Experience **Design Director, Rightpoint**
Mar 2019- Present
Leading visual design efforts and engagements with Kantar & Hulu. Contributing to new business efforts and building team culture.

Creative Director, Genuine
Mar 2015 - Mar 2019
Directed integrated campaigns, social, web and broadcast for: Welch's, Panera at Home, Sullivan Tire, Harvard Business School, LogMeIn and others.

Associate Creative Director, Holland-Mark
Jan 2014 - Mar 2015
Directed integrated campaigns for: Colby Sawyer College, Haas, Iora Health, and Reading Cooperative Bank. Also directed efforts to rebrand the agency.

Associate Creative Director, DigitasLBi
Mar 2007 - Jan 2014
Directed digital and direct efforts for multiple clients, including: OnStar, GMC, Buick, Bank of America, Merrill Lynch, Merrill Edge, U.S. Trust and Saab

Art Director, PARTNERS+simons
Dec 2005 - Mar 2007
Directed print, digital and direct for a variety of clients, including: Smart Power, EMC, Sovereign Bank and Alkermes. Also fully rebranding the agency.

Associate Design Director, Arnold Worldwide
Sept 1999 - Dec 2005
Directed design efforts for Volkswagen of America including brochure, collateral, in-store, print, and promotions.

Graphic Designer, J. Jill Group
Apr 1999 - Sept 1999
Designed catalog and direct response ads, as well as their logo.

Education **Massachusetts College of Art,**
BFA, Communication Design, 1999

Awards One Show Finalist, Communication Arts, Mobius, Effie, Hatch, International Automotive Advertising Awards, Webby, W3, Internet Advertising Competition Award, Art School Associates Trust Fund Award

Skills Sketch, Photoshop, Illustrator, InDesign and Acrobat. Keynote & Power Point. Understanding of design principals, strengths & limitations for print and digital.

References furnished upon request