

steve exum

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Professional Objective

I am seeking a position that will allow me to utilize my experience in creative direction, design and management and my enthusiasm toward people while offering greater career challenges and higher levels of responsibility.

Career Achievements

Able to Handle many art direction projects that required creativity and innovative ideas
Performed tasks related to design and concept development in a wide variety of promotional projects
Directed photography and video sessions for International Company.
Effectively launched multi-level, innovative strategies and campaigns.
Developed new quality standards for team performance and reliability.
Designed, developed and wrote style guidelines for corporate brand

Key Features

Expert knowledge of printing specifications and able to read printing proofs and perform color correction.
A leader in managing cross company teams efforts through effective and motivating mentoring strategies.
Possesses strong written and verbal communication skills.
Self-motivated, has initiative and maintains a high level of energy, effective with minimal supervision.
Demonstrates accuracy and attention to details.
Tolerant and flexible, adjusts smoothly to different situations.
Proven analysis skills, sound judgment and ability to solve problems efficiently.

Work Experience

XM-CREATIVE | Senior Art Director

Successfully managed and coordinated multiple time-sensitive campaigns from concept to completion.
Managed a team of designers, production artists and writers.
Coordinated relationships with print, video, copy writing and talent vendors to meet all project specifications.
Managed traditional business practices to include estimating time and costs, bid submission.

EFI SPORTS MEDICINE | Senior Art Director

Created corporate and market branding.
Wrote corporate brand guidelines for three national brands of fitness equipment.
Contributing member to the annual strategic planning committee of the corporation.
Created presentations, proposals and trade show print collateral.
Cultivated a culture of collaboration between team members.
Effectively trained, motivated, and directed the design and production teams, as well as vendor relationships.
Responsible for final sign-off of all corporate print material specifications.

METRO DESIGN GROUP | Art Director

Supervised press checks to ensure color accuracy, registration, and quality printed materials.
Successfully developed corporate identity through marketing collateral and trade show booths.
Managed vendor relationships regarding photography and large print projects.

Professional Skills

Demonstrates flexibility and patience to support multiple managers, simultaneous tasks, and deadlines
Experienced in supervising large time-critical production activities, including proposals.
Demonstrates strong communication skills with intra and cross-departmental groups.
Comfortable in leadership roles.

Ability to coordinate with proposal development teams.

Computer Skills

Adobe - InDesign, Photoshop, Illustrator, Dreamweaver, Acrobat Professional
Microsoft - Word, PowerPoint, Excel, Outlook
Apple - Final Cut Pro, DVD Studio Pro, iMovie, iDVD
Miscellaneous - Autodesk 3D, Maya 2012, Transmit, Text Wrangler, Drop Box, Stuffit Deluxe, Quark Xpress

Education

PLATT COLLEGE SAN DIEGO

Bachelor of Science - Web Development
AA in Media Arts

ADVERTISING ARTS COLLEGE

Communications Certificate - Emphasis in Art Direction

SDSU

Major in Journalism / Advertising
Minor in Graphic Design

CONTINUING EDUCATION

University of San Diego

"Creative Solutions for Direct Mail"
Direct Marketing Assoc. of San Diego

Associations

AIGA San Diego Chapter

Chula Vista Chamber of Commerce

Community Involvement

Pro Bono Video Work - Southwest Sports Wellness Foundation Promotional Video
Curriculum Advisor - Sweetwater Union High School District - ROP
OLYMPIAN HIGH SCHOOL - Varsity Football Offensive Line Coach

Distinctions

2009 | Davey Award
2008 | Communicator Award (3)
2007 | American G D Award (2)
2006 | Davey Award
2005 | efi Outstanding Achievement
2005 | Davey Award (3)
2005 | American In-house Design
2005 | American G D Award (3)
2004 | American G D Award (2)
2004 | The Creative Show - Silver
2003 | efi Outstanding Achievement
2003 | Telly Award
2002 | efi Leadership Award

References

Furnished upon request