

Steven Whitright

CREATIVE DIRECTOR - BAY AREA, CA

CONTACT

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ABOUT

I'm a San Francisco Bay Area based creative leader with over twenty years of experience helping brands tell their stories and connect with users on a more relatable and human level. I mentor other designers, establish team workflows, and expand internal capabilities.

SERVICES

Creative Direction, Art Direction, Branding, Marketing, Videography, Motion Graphics, Social Media Strategy, Studio Build-out, Audio Design, Photography, UX Design, Web Design, Print Design, Copywriting, Content Creation, Advertising, Thought Leadership

CLIENTS

Patagonia, Target, Kodak, NBC, 99designs, Urban Outfitters, Kellogg's, Universal, ATT, Barneys, Best Buy, Costco, Disney, L'Oréal, Office Depot, Saks, Sears, Walmart, Kraft, DreamWorks, Colgate-Palmolive, Toyota, Sony, 3M, Nestlé, Verizon, Duracell + more

EDUCATION

ACADEMY OF ART UNIVERSITY

BA Computer Arts New Media '08

JFK MULTIMEDIA TECH HS

Emphasis in New Media '03

WORK EXPERIENCE

ART DIRECTOR

Open Homes Photography | Dec 2021 - Present

Provide Art Direction for the Bay Area's premier real estate marketing company, elevating creative offerings, growing market share, training service providers, mentoring designers and copywriters, and exercising brand consistency across our suite of platforms, websites, and marketing materials.

CREATIVE DIRECTOR

99designs (Vistaprint) | May 2016 - April 2020

Directed the Creative Services team for the world's largest on-demand graphic design marketplace. Developed and evolved the brand globally and ensured a high level of creative output across all creative deliverables, including: marketing, videography, motion graphics, and merchandise.

CREATIVE DIRECTOR

RichRelevance | December 2012 - April 2016

Provided Creative Direction for the global leader in omni-channel personalization. Owned creative execution for all aspects of the company's marketing efforts including: web, video, print, motion, advertising and experiential marketing.

CREATIVE DIRECTOR: ADVERTISING

RichRelevance | June 2010 - December 2012

Designed context-relevant high-impact advertisements for some of the world's largest retailers/brands, providing them with a convenient way to directly influence purchases at the point of sale.

SENIOR ART DIRECTOR

Frogster America (Gameforge) | May 2009 - July 2010

Created a full suite of marketing materials which facilitated growth in the number of users for the company's flagship online game from 500k to over 3 million.

LEAD DESIGNER

Oline Sports | May 2008 - January 2009

Created custom websites and print-ready logos for over 300 school sports teams, effectively doubling the amount of schools using the company's software.

MOTION + WEB DESIGNER

Oxygen Productions | July 2005 - May 2008

Designed and developed: motion graphics, videos, websites, and print advertisements for some of the world's biggest brands.