

# Steven Whitright

CREATIVE LEADER – 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 video 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, UC Berkeley, Kodak, NBC, 99designs, Urban Outfitters, Kellogg's, Universal, ATT, Best Buy, Costco, Disney, L'Oréal, Office Depot, Sears, Walmart, Kraft, DreamWorks, Colgate-Palmolive, Toyota, Sony, 3M, Nestlé, Verizon, Duracell + more

## EDUCATION

### COMPUTER ARTS NEW MEDIA

Academy of Art University '08

### NEW MEDIA

JFK Multimedia Tech. HS '03

## WORK EXPERIENCE

### ● ART DIRECTOR *Open Homes* 12/21 - Present

As the Art Director for the Bay Area's premier real estate marketing company, Open Homes, I am responsible for ensuring brand consistency across our suite of platforms, coaching and training designers, copywriters, videographers and editors, and growing market share through strategic marketing and design initiatives. I additionally own and directly contribute to all aspects of marketing video content creation from pre-production to shooting/production to post and delivery.

### ● CREATIVE DIRECTOR/DP/PRODUCER *Hover Pictures* 12/23 - Present

At Hover Pictures, a creative agency and film production company with hubs in Oakland and New York, I am responsible for many core aspects of the business, including film production, cinematography, marketing, design, and project management. I have led numerous strategic business development initiatives and expanded the company's service portfolio to meet client demands.

### ● CREATIVE DIRECTOR *99designs (Vistaprint)* 5/16 - 4/20

I led the Creative Services team for 99designs, the world's largest on-demand graphic design marketplace, developing the brand globally and ensuring high creative output across marketing, video, motion, experiential, and social. I enhanced the brand's global presence, maintained high-quality creative output, designed an on-location video studio, and managed all pre-production, shooting, and post-production for client testimonials.

### ● CREATIVE DIRECTOR *RichRelevance* 12/12 - 4/16

I led the execution of all marketing functions for this global leader in omni-channel personalization, encompassing web, video, print, motion, advertising, and experiential marketing. I designed and set up an internal video studio, captured interviews with clients and industry thought leaders, launched a video channel, and provided direction for a team of designers and copywriters. On the Ads team, I designed context-relevant advertisements that influenced purchases at the point of sale, catering to the needs of some of the world's largest retailers and brands.

### ● SENIOR DESIGNER *Frogster America (Gameforge)* 5/09 - 7/10

As Senior Designer at this online gaming studio, I developed a full suite of marketing materials that effectively facilitated the growth of the company's award-winning flagship game from a user base of ~500k to over 3 million.

### ● LEAD DESIGNER *Oline Sports* 5/08 - 2/09

As Lead Designer at Oline sports, I designed and developed custom websites and logos that met the needs of over 300 school sports teams, doubling the number of schools using the company's proprietary software.

### ● WEB & MOTION DESIGNER *Oxygen Productions* 7/05 - 5/08

At Oxygen Productions, a boutique design studio, I created and developed various websites, motion graphics pieces, Flash presentations, videos, and print advertisements that met the needs of some of the world's biggest brands.