



Steven Adler

GRAPHIC DESIGN/ART DIRECTION

EXPERTISE

Art Direction



Graphic Design



Copywriting



Adobe Photoshop



Adobe InDesign



Adobe Illustrator



Microsoft Office



EDUCATION

BFA in Communication Design
S.U.N.Y College at Buffalo | Dec. 2003

AA in Liberal Arts and Social Sciences
AAS in Graphic Design and Advertising

S.U.N.Y at Rockland Community
College | Dec. 2000

ACADEMIC ACHIEVEMENTS

Dean's List- State University of New York at
Rockland Community College | 1997 - 2000

Honors Status- State University of New York
College at Buffalo | 2001 - 2003

Hyatt's Award for Excellence
in Communication Design | April, 2003

CONTACT

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EXPERIENCE | FULL TIME

NBCUniversal, Global Creative Services, Universal City, CA. | Sept 2014 - Current

Created Digital key art for use across multiple partner sites in both the United States and Canada. Created Trade marketing pieces for upcoming Home Entertainment releases. Created Point of Purchase artwork for in-store corrugate promotions. Created Blu Ray and DVD box art. Increased In-house design capabilities to create cost savings and more efficient workflow. Mentored and lead junior designers and the internship program.

NBCUniversal, Digital Distribution, Burbank, CA. | Feb. 2010 - Sept. 2014

Created original key art and web banners for marketing initiatives. Developed a hybrid in-house workflow with internal and external creative teams to ensure creation and delivery of assets needed for distribution to strategic partners and content providers. Designed outward communications such as web pages and B2B information portholes. Created email designs, landing pages, templates, powerpoint presentations and trade show graphics.

Crush Creative, Burbank, CA. | May. 2005 - Oct. 2006

Initiated creative services offerings and increased company's earnings. Created graphics for projects ranging from home entertainment packaging to large format, 5-story high prints. Created translated title treatments for international markets.

MobilePlanet Inc, Chatsworth, CA. | Feb. 2004 - Apr. 2005

Enhanced the award-winning catalog cover and inside artwork as well as redesigned the company's website. Began a process of working more directly with clients to secure additional income from advertising and catalog cover sales.

EXPERIENCE | FREELANCE

Adconion Media Group, Santa Monica, CA. | Oct 2009 - Nov. 2009

Enhanced PowerPoint presentations with custom graphics to further company growth and training.

Jakks Pacific, Malibu, CA. | June 2009 - July 2009

Designed toy packaging and logos. Brainstormed as well as developed future branding concepts.

Brand Sense Partners, Century City, CA. | Sept 2008 - Dec 2008

Created brand identity, logos, and product mockups as well as PowerPoint presentations for branding initiatives that were successfully presented to attain celebrity clients.

Ignition Creative, Santa Monica, CA. | June 2008 - Aug 2008

Produced interactive graphics for home entertainment promotions and websites. Created Flash animations for banner advertisements and downloadable wallpapers.

Cimarron Group, Hollywood, CA. | Oct 2007 - May 2008

Created DVD key art and title treatments for packaging graphics including major motion pictures. Produced logos for corporate clients as well as artwork for various website and print projects.

Creative Asylum, Hollywood, CA. | April 2007 - Dec 2008

Secured major accounts with designs that surpassed comparable agencies and designers. Created and art directed award-winning graphics and websites for home entertainment promotions. Generated Flash banner advertisements. Designed logos as well as P.O.P. design and product mockups.

DZN Group, Culver City, CA. | Feb. 2007 - March 2007

Designed DVD box and packaging mockups as well as title treatments, video game artwork, and Illustrations.