

Steven Seybold

Interactive Creative Director / Designer

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About Me

I have worked for over ten years in the interactive and print design fields for numerous high-profile companies. Throughout my career as a designer, creative director, and art director, I have excelled in enriching both my creative and technical skill set. From embracing new technologies, to keeping up with the latest design trends, my expertise offers my clients the highest quality product.

Experience

SWIRE / eGood - Interactive Creative Director

2009 - Present

Led interactive creative and development teams for growing California marketing agency turned startup. Working with a wide array of clients with diverse needs, we were constantly challenged to provide ambitious content in line with each paradigm shift in the online world.

American Idol / FOX - Senior Art Director

2005 - 2009

Led interactive projects for the award-winning television show's website, maintaining millions of users week after week with exclusive material and a strong community presence. Worked with high-profile clients such as Apple, Ford, Coke, and AT&T to create co-branded partner pages. Created many design standards that were adopted by the greater FOX TV family, which remain to this day.

Evite - Art Director

2004 - 2005

Managed overall design strategy for the Evite brand. Redesigned the entire site in three months, including upwards of 300 unique pages. Collaborated with marketing team and clients such as Apple, Microsoft, Yahoo, Ofoto, and Red Envelope to help drive sales numbers and increase page views upwards of 100 million per month.

Ticketmaster - Senior Graphic Designer

2000 - 2004

Helped define the brand identity for the country's largest ticket provider. Primary designer for numerous successful marketing campaigns for clients including the NBA, NHL, Aerosmith, and more. Lead designer for the popular music news site LiveDaily during a full site redesign. Collaborated with clients, product management, and marketing teams to develop an easy-to-use reselling tool targeted at season ticket holders.

Infected Media - Freelance Designer & Developer

2000 - Present

Designed and built logos, letterheads, interactive advertising, websites, and other media for numerous commercial and non-profit clients.

Skills

Tools: Adobe Creative Suite, Axure RP Pro (Wires/Prototyping), BBEdit, Sublime Text
Languages: HTML + CSS, Javascript, jQuery, PHP, MySQL

Education

University of California at Los Angeles
Bachelor of Arts in Media Arts

1996-2000