

Steven Severson

Integrated Graphic Designer

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773-322-2724

Chicago, Illinois

SUMMARY

Integrated Graphic Designer with years of advertising and design agency experience, comprising graphic design and art direction for print, web, interactive and video.

SKILLS

InDesign	Photoshop	Illustrator	Adobe Creative Suite
Word	PowerPoint	Acrobat	macOS & Windows
Layout	Typography	Retouching	Office 365
Production	Concepting	QA/Reviewing	HTML5 & CSS3

PORTFOLIO

www.stevenseverson.com

SOCIAL

[linkedin.com/in/stevenseverson](https://www.linkedin.com/in/stevenseverson)

EXPERIENCE

Freelance Designer

Sep. 2023 – Current

Freelance print design and production for Chicago Jesuit Academy.

Production Designer – Ogilvy/Hogarth (WPP)

Jul. 2021 – Sep. 2022

Production for digital and print campaigns, with a focus on targeted emails.

- Implemented creative design and layout solutions. Streamlined production techniques to meet shortened deadlines.
- Produced emails, banner ads, social content, LCD screens, billboards, print pieces such as sales flyers, posters, brochures, and postcards.

Integrated Graphic Designer – Ogilvy/Hogarth (WPP)

Mar. 2019 – Mar. 2020

Managed the complete creative design and production process, from creative briefs to final deliverables. Upheld brand consistency across numerous forms of collateral.

- Created an array of projects including banner ads, billboards, print ads, sales flyers, and brochures, sports stadium display graphics.
- Clients: Castrol Oil, British Petroleum, SC Johnson, Mortons Salt

Production Artist – Prodigious (Publicis)

Nov. 2018 – Mar. 2019

Generated layouts for ALDI Inc., produced sales flyers, sales sheets, and in-store posters.

Graphic Designer – Razorfish Health (Publicis)

Dec. 2016 – Jul. 2018

Provided design support, production, extensive layout and template work.

- Created 100+ screen presentation decks. Print pieces such as patient guides, brochures, tear sheets, leave behinds. Trade show booth graphics and treatments.
- Clients: Astellas Pharma Inc., NLS Pharmaceuticals AG

Graphic Designer – Trisect, LLC.

Jan. 2011 – Sep. 2015

Executed production and layout tasks, including design transfers/blowouts and retouching.

- Created diverse assets, such as print posters, pallet displays, window and floor clings, consumer packaging, POP displays, shelf talks, postcards, and brochures, vehicle wraps.
- Clients: Kawasaki, ConAgra, Mike's Hard Lemonade, Wrigley, Kimberly-Clark

Associate Art Director – AbelsonTaylor, Inc.

Jan. 1999 – May 2010

Oversaw end-to-end execution of creative projects, from initial brief to final delivery. Generated concepts for video and print. Conducted internal presentations. Directed developers, production teams, retouchers, fine artists, and photographers. Ensured adherence to brand aesthetics and style guidelines. Conducted project evaluations and upholding quality of outcomes.

- Created storyboards and mood boards for TV spots, print advertisements, websites, banner ads, presentation decks, interactive software applications, mobile apps, trade show presentations, and videos.
- Clients: Eli Lilly and Company, Amgen Inc., Biogen Idec Inc., Abbott Laboratories, Astellas Pharma U.S. Inc., Takeda Pharmaceuticals U.S.A., Inc., Ther-Rx Corporation