

# STEVE PADILLA

## Senior Graphic Designer | Branding, UI/UX, 3D & Motion Graphics

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## PROFESSIONAL SUMMARY

I'm a senior-level designer with 18+ years of experience helping organizations turn complex ideas into clear, engaging visual stories. My work spans branding, UI/UX, 3D visualization, motion graphics, and front-end fundamentals, with experience across legal, healthcare, education, entertainment, and fashion industries. I'm often described as a rare hybrid creative—someone who can think strategically, design with empathy, and execute at a high level across mediums. I design with a working understanding of front-end development (HTML, CSS, and JavaScript), which enables stronger collaboration with developers and more technically feasible UI/UX solutions. I enjoy using modern tools, including AI, to work smarter, move faster, and create work that genuinely connects with its audience.

## CORE SKILLS

**Branding & Visual Identity** – Brand systems, style guides, consistency across channels

**UI/UX & Web Design** – Wireframes, prototypes, responsive design, accessibility

**3D Design & Motion Graphics** – Modeling, animation, cinematic storytelling, environment design

**Digital & Print Marketing** – Campaigns, email, social, presentations, large-format print

**Trial Graphics & Legal Visualization** – Courtroom exhibits, timelines, demonstratives

**Creative Direction** – Concept development, storytelling, campaign leadership

**Project Leadership** – Cross-team collaboration, A/B testing, workflow optimization

**AI-Enhanced Visual Production** – Generative imagery, AI character integration, continuous scene creation, rapid ideation

**Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, After Effects, Premiere Pro), Blender, Figma, XD, SketchUp, WordPress, Avada Builder, Visual Studio Code, Microsoft Office, Firefly, ChatGpt, and Google Gemini

**Front-End Development:** HTML5, CSS3, JavaScript (in progress – practical application phase)

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## PROFESSIONAL EXPERIENCE

03/2025 – Present

### Visual Designer | TrialSupport.us – Irvine, CA

- Own and evolve the TrialSupport.us brand across print, digital, and courtroom environments, ensuring everything feels cohesive, polished, and purpose-built.
- Design trial-ready graphics and courtroom PowerPoint presentations that help attorneys clearly communicate complex legal arguments to juries and judges.
- Partner closely with attorneys, expert witnesses, and project managers to develop timelines, demonstratives, animations, and advanced 3D visualizations used in active litigation.
- Build highly detailed courtroom environments in Blender, supporting trial strategy, visual planning, and persuasive storytelling.
- Produce cinematic 3D social media videos and one-minute commercial spots that showcase the full scope of TrialSupport.us services.
- Help guide the website redesign alongside developers, while contributing hands-on work using WordPress and Avada Builder.
- Create and expand SEO-optimized web pages to support marketing goals and lead generation.
- Develop brand-aligned forms, templates, and sample presentations used internally and with clients.
- Use AI thoughtfully to scale social media content, blog posts, e-blasts, and supporting visuals without sacrificing quality or brand voice.
- Maintain a high level of accuracy, consistency, and legal readiness across all deliverables—often under tight timelines.

10/2022 – 01/2025

**Senior Graphic Designer | NDM Communication – Costa Mesa, CA**

- Managed and evolved brand identities for major healthcare systems including Providence, MemorialCare, and Torrance Memorial.
- Designed 3D community maps and medical animations to support marketing and patient education initiatives.
- Produced high-impact video content with professional editing and motion graphics, achieving millions of organic social media views.
- Increased social media engagement by approximately 30% through improved visual strategy.
- Implemented asset management and workflow improvements, reducing turnaround times and improving team efficiency.

02/2021 – 09/2022

**Senior Graphic Designer | Swim Digital Group – Tampa, FL**

- Created personalized, data-driven email and digital campaigns for higher-education clients.
- Designed branding systems and creative assets that consistently exceeded campaign performance goals.
- Managed creative across five concurrent client accounts while maintaining quality and deadlines.
- Applied A/B testing to optimize visual assets and messaging performance.

02/2019 – 02/2021

**Senior Graphic Designer | Boston Museum of Science – Boston, MA**

- Led visual design for the Engineering Design Workshop exhibit, supporting STEM education through immersive experiences.
- Designed interactive digital experiences, including websites and mobile applications for museum visitors.
- Developed accessible UI components and iconography for visually impaired audiences.
- Produced large-format print, motion graphics, and 3D exhibit renderings.

03/2007 – 07/2016

**Graphic Designer & Event Branding Specialist | Enzoani Bridal – Tustin, CA**

- Directed creative strategy for global brand expansion across multiple international markets.
- Led branding and visual execution for fashion events, trade shows, and runway presentations.
- Designed custom signage, décor, and immersive environments, doubling event attendance for seven consecutive years.
- Collaborated with luxury fashion partners to align visuals with premium brand positioning.
- Produced digital and print assets for email campaigns, magazines, and retail promotions.

## PROFESSIONAL DEVELOPMENT

**Front-End Simplified – Web Developer Course (Expected Completion 04/2026)**

- Completed and passed HTML, CSS, and JavaScript coursework.
- Currently applying concepts through hands-on, real-world projects focused on responsive layouts, interactivity, and modern front-end workflows.

## EDUCATION

**Bachelor of Arts, Art / Graphic Design | California State University, Long Beach**

- President's Honor Roll (4 semesters)

## REFERENCES

- Available upon request