



STEVE LUX  
CREATIVE 'C O D E R

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830.481.7278

## OVERVIEW

### // ABOUT ME

Forged in the fires of startup, I build highly differentiated brands that ease the sales lift with viral awareness, customer engagement and distilled value propositions that move customers to a conversion mentality. I tend to think out of the box and utilize tools not traditionally leveraged to craft compelling stories that drive willful customer behavior.

### // MARKETING + BRANDING SKILLS

Market Research, Customer Research, Lead Gen, Thought Leadership, Ad Campaigns, Personas, Budgeting, Resource Allocation, Hubspot, Marketo, Salesforce, UI/UX, Creative Direction, Copywriting, Concepting, Illustration, Corporate Identity, Branding Style Guides, Motion Graphics, Logo Design, Print Design, Brochure Design, Collateral Design, Ad Design

### // Slappy Wares 8.2022 - Current

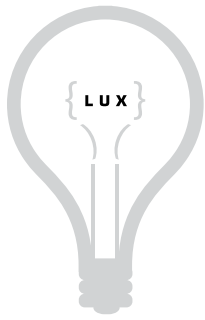
**Founder + CEO:** This fun foray into apparel and dad-joke grade humor was a ground up build e-commerce venture. We architected a robust on-demand solution that integrated with our own store, ETSY, Facebook, Instagram and Amazon marketplaces. Our Social Media campaigns drove awareness and are evergreen sources of traffic.

### // Prevailion Inc 9.2018 - 1.2023

**VP Product Development + Marketing:** This unique nexus of disciplines was advantageous because it allowed us to generate compelling content that drove thought leadership, lead gen and market comprehension of niche technical concepts while developing innovative products. We prototyped and built desktop, WebGL and mobile solutions in addition to all manor of animation, visualization, collateral, illustrations and campaigns.

**Chief Creative Officer:** In this role, I led a team that established the entirety of the Prevailion brand, product brands and directed all data visualizations.

(continued)



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## EXPERIENCE

### // Atomilux Inc 5.2004 - Present

For a variety of customers, we've offered branding, marketing and development consulting for successful results and repeat business. Our vast and varied portfolio is a testament to our success.

### // Talus Investments Group 1.2014 - 5.2017

**Korporeal Games - Product Developer:** We launched a mobile gaming company and created proprietary Intellectual Properties and a host of unique gaming concepts. Skills used: IP Development, Product Development, Character Development, Story Development, Software Development, Product Branding, Product Marketing and Corporate Branding. Multiple titles were published for Android and iOS.

**QUANTOMIC - Product Developer:** At this startup we created a standalone social commerce platform called Tagspire. Along with developing our flagship product, I led the charge to flesh out a crisp brand that worked in concert with our UI/UX and awareness campaigns.

Additional work history available upon request.