
STEVE DIRSA

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SKILLS

GRAPHIC DESIGN: Concept and development, including execution of advertising/promotional campaigns from initial concepts.

FRONT-END DEVELOPMENT: HTML, CSS, JavaScript, JQuery, PHP, SQL, Sass, WordPress, Responsive Design, Git versioning.

PRODUCTION ART: Layout, digital imaging, retouching, color theory and typography for use in print, web and video, management of the production process.

LAYOUT: Ads, catalogs, flyers, brochures, POS, manuals, signage, logos, product packaging, comps and technical illustration, management of the layout process.

DIGITAL IMAGING: Pixel based: digital illustration, retouching, color correction of multi-spot color application and photography art direction, management of the digital imaging process.

TECHNICAL ILLUSTRATION: Line drawings, exploded view drawings, cutaway drawings, isometric view drawings, diagrams.

PREPRESS: Trapping, impositioning, image setting, press checks and troubleshooting.

PRINT BUYING: Estimation and negotiation with vendors, spec'ing substrate and printing methods.

COMPUTER TECHNOLOGY: Strong background in both Macintosh and Windows platforms, including troubleshooting.

EXPERIENCE

Shinola Art Studio, LLC. • Owner Apr. 11 - Present & Jul. 04 - Sep. 06

- Web development, print production, design, account service, budgeting, billing, quality control, consultation and coordination between clients, agencies, photographers, separators and printers.
- Implemented complete vector and pixel artwork for substantial seasonal programs including layout and pre-press.
- Photo illustration, retouching and color correction, unique spot-color applications, tint-building and varnish builds.
- Clients included: **Anheuser-Busch, MasterCard, Bacardi Spirits, Goodwill, Sara-Lee, Coors Brewing, Baker's Shoes, Art Chantry Design Co. and several advertising/promotion agencies.**

Gabriel Group • Interactive Developer July 14 - Nov. 14

- Created, maintained, troubleshoot and enhanced dynamic personalized cross-media marketing campaigns for web, email and print.
- Front end responsive web design using HTML5, CSS3, jQuery and JavaScript. ASP.NET/C# back end implemented with XMPie.
- Leveraged frameworks such as Bootstrap, Foundation and ZURB Ink to jumpstart design and development.
- Clients included: **Salvation Army, Sigma-Aldrich, Medtronic, Elsevier, Monsanto and Carboline.**

The Groove Agency • Production Director Aug. 08 – Apr. 11

- Managed, coordinated and implemented vector and pixel artwork for clients. Worked closely with creative and account directors.
- Layout of POS, ads, catalogs, flyers, brochures, signs, logos and comps.
- Vector and Pixel production from COMP to separator/printer of major seasonal campaigns for Anheuser-Busch (start to finish).
- Utilized production techniques for pixel art assembly, photo illustration, retouching and color correction.
- Managed and distributed artwork to vendors for publication/printing including quality control and file preparation.
- Campaigns included: **Budweiser Bud Light MLB, Bud Light Port Paradise, Budweiser Bud Light and Select Ticket To Summer, Busch Light Ultimate Experience, launch of Big Time Jersey, Enterprise Rent-A-Car NHL.**
- Clients include: **Anheuser-Busch, Enterprise Rent-A-Car, Vi-Jon, Big Time Jersey, VMH International, R. J. Liebe.**

Shaw Company • Production Director Mar. 07 – Aug. 08

- Managed, organized, coordinated and implemented vector and pixel artwork for Clients.
- Layout of POS, ads, catalogs, flyers, brochures, signs, logos, product packaging and comps.
- Vector and Pixel production from COMP to separator/printer of major seasonal campaigns for Anheuser-Busch (start to finish).
- Utilized production techniques for pixel art assembly, photo illustration, retouching and color correction.
- Managed and distributed of artwork to vendors for publication/printing including quality control and file preparation.
- Worked closely with creative directors, art directors, writers, account executives, project coordinators and editors.
- Campaigns included: **Budweiser Bud Light and Select Halloween, Budweiser and Bud Light NFL program, St. Louis Brewers Festival, Bud Bowl, Budweiser Racing.**
- Clients included: **Anheuser-Busch, Costa Farms, Match Foods, Bioheat, Charlie Brown's Steakhouse.**

TOKY Branding + Design • Production Manager Sep. 06 – Mar. 07

- Managed, organized, coordinated and implemented vector and pixel artwork for award winning branding and design firm.
- Utilized production techniques for pixel art assembly, photo illustration, retouching and color correction.
- Layout of ads, catalogs, flyers, brochures, signs, logos, product packaging and comps.
- Managed and distributed artwork to vendors for publication/printing including quality control and file preparation.
- Worked closely with creative directors, art directors, writers, account executives, project coordinators and editors.

The Zipatoni Co. • Mac Artist & Bacardi Brand Asset Manager Oct. 00 – Jul. 04

- Organized, coordinated and implemented vector and pixel artwork for substantial seasonal programs.
- Brand Asset Manager for Bacardi team.
- Training resource for others within and outside the department.
- Worked closely with brand teams including creative directors, art directors, writers, account executives, project coordinators and editors.
- Utilized production techniques for pixel art assembly, photo illustration, retouching, color correction and multi-spot color application.
- Utilized illustration techniques for layout/keylining of POS, product placement, logos, text treatment, comps and general artwork.
- Distributed artwork to vendors for publication/printing including quality control and file preparation.
- Clients included: **Bacardi, Miller Brewing, Kinko's, Motorola, Energizer and Dreyer's/Edy's.**

Freelance • Graphic Designer & Production Artist - On and Off-Site Freelance Sep. 97 – Oct 00

- Worked under contract for several ad agencies, design firms and in-house art departments in the St. Louis area.
- Work included concept/design and production/prepress of ads, flyers, brochures, catalogs, signs, product packaging, logos, websites and technical illustration.
- Clients included: **Bartels & Co., Wehrman & Co., Zeis Group, Osborn & Barr, SJI, Inc., CheckMark Communications, Lineike Design, Signature Design, Fister Lauberth, Inc., Mosby Publishing, Meridian Enterprises, Home Decorator Catalog, National Imagery and Mapping Agency, Sherwood-Davis & Geck Medical and Universal Sewing Supply.**

St. Louis Post-Dispatch • Graphic Designer/Prepress – Marketing Department Sep. 98 – July 99

- Design and prepress of promotional material for in-paper, print, web and presentation. This included concept and design of flyers, brochures, catalogs, signs, in-paper ads and logos.
- Worked closely with account executives, writers and other departments to ensure quality of material.
- Prepress of printed material, including imposition, trapping, outputting film and press checks.

Greig Graphics • Graphic Designer/Technical Illustrator June 96 – Sep. 98

- Work included concept and design of flyers, catalogs, signs, product packaging, logos, technical illustration and websites.
- Technical Illustration: line drawings, exploded view drawings, cutaway drawings, diagrams, isometric view drawings.
- Met and worked with clients from beginning of projects to press. Set up photo shoots and press/prepress work.
- Clients included: **Cooper Automotive, Moog Automotive, Ducane Gas Grills, Killark Electric, Thermodyne and Arch Mineral Coal.**

EDUCATION

Chancellor's Certificate in Web Design • University of Missouri–St. Louis, May 2014

Chancellor's Certificate in Web Scripting and Interactivity • University of Missouri–St. Louis, June 2014

Associate of Applied Science • Technical Communication • St. Louis College at Meramec, May 1996