

# Steve Orchosky

## Interaction Designer & Digital Strategist

sorchosk@andrew.cmu.edu  
(330) 338-3645  
linkedin.com/in/steve-orchosky  
steveorchosky.com

## Work Experience

### Icon Marketing Communications

Digital Designer

COVINGTON, KY

APR 2017 – AUG 2020

- Designed and developed Wordpress and Squarespace websites for seven unique clients in retail and technology, including The U.S. Playing Card Company
- Conceptualized and implemented a brand page service to deliver over 200 custom brand pages for retailers of Tempur-Pedic, Sealy, and Stearns & Foster
- Managed the agency's first digital design internship program

### Clubessential

UI/UX Designer

CINCINNATI, OH

JUN 2015 – SEP 2016

- Designed responsive websites for over 40 clients in the club industry to increase communication between management and members
- Consulted with clients on web design best practices through conducting discovery calls and design presentations

### gyro

Creative Intern

CINCINNATI, OH

AUG 2014 – APR 2015

- Designed web banners, webpages, white papers, PowerPoint presentations, and print marketing for b2b clients, including Kellogg's, HP, SAP, and Hobart
- Collaborated in idea generation sessions and strategy discussions with copywriting, creative technology, client service, and strategy departments

### The Brandery

Design Intern

CINCINNATI, OH

APR 2014 – AUG 2014

- Created low- to high-fidelity mobile app prototypes, logos, and responsive websites for startups enrolled in the Brandery's 2014 accelerator program
- Promoted The Brandery's accelerator program, Demo Day, and public events through website content creation and management, poster design, and video

## Academic Projects

### Home Depot | CMU O5652 Service Design

Service Designer

PITTSBURGH, PA

OCT 2020 – DEC 2020

- Pitched a new service innovation to Home Depot senior experience team leaders to improve customer experience with DIY paint projects
- Conducted secondary ethnographic research and directed storytelling to identify needs of Home Depot associates and customers

## Education

### Carnegie Mellon University School of Computer Science

Master of Human-Computer  
Interaction

AUG 2021

### University of Cincinnati

Bachelor of Fine Arts in  
Electronic Media

APR 2015

## Skills

**Prototyping:** Wireframing, Low/Mid/High-Fidelity Prototyping, Information Architecture, Concept Sketching, Storyboarding

**Design:** Figma, Photoshop, Illustrator, Animate, InDesign, After Effects, Invision, Premiere, Sketch

**Programming Languages:** HTML, CSS, SCSS, JavaScript, jQuery, Wordpress (PHP, mySQL), Python

## Freelance Work

### MARS Petcare

Designed over 700 custom Amazon web graphics for Greenies & Cesar

OCT 2016– JAN 2017

### Avocode

Illustrated spot graphic for 2016 Web Design Trend Report  
SEP 2016