

Stedman Halliday

Multimedia Design

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Résumé

Education

California Institute of the Arts

Bachelor of Fine Arts in Graphic Design

Minor in Digital Arts

Valencia, CA

May 2016

UCLA Design & Media Arts Institute

Los Angeles, CA

July 2011

Palisades Charter High School

Pacific Palisades, CA

June 2012

Skills

Design & Technical

Typography

Grid systems

Color theory

Composition

Photography

Photomanipulation

Identity systems

User Experience

Interface design

Multimedia design

Web, Print, Motion

Front-end web development

HTML, CSS, JavaScript

Preprocessors, frameworks, libraries, APIs

Transferrable Skills

Speaking and writing

Leadership and organization

Planning, drafting, analysis

Problem solving, troubleshooting

Learning, teaching, and collaborating

Accolades

AIGA-Tomoko Miho Award

Worldstudio AIGA Scholarship Program

June 2014

AIGA-Tomoko Miho Award

Worldstudio AIGA Scholarship Program

June 2013

Experience

Stedman Halliday Multimedia Design

Designer & Developer (2010–Present)

Creative direction, design, and development across multiple media

Specialization in designing identity systems and web media

Socially diverse missions (from culture to education to clean energy)

Economically diverse clients (from small to international business)

Yellowfinch, Inc. | Menlo Park, CA

Consultant (October 2016–January 2017)

Named the startup and designed brand assets for the IoT insurtech product

Met with international team members to unite business and product goals

Interviewed industry professionals to kickstart prototypical product development

Wrote and prepared materials for initial fundraising pitches

Kadenze, Inc. | Valencia, CA

Associate Creative Director (January 2015–September 2016)

Designer (April 2014–January 2015)

Designed and consulted on UI/UX for flagship web products

Directed design for all client sub-brands and some content campaigns

Designed pitches for rapid client and partner acquisition

Developed front-end for various web assets

Uovo Technologies, Inc. | Menlo Park, CA

Consultant (December 2015–July 2016)

Met with international team members to unite business/product goals

Attended Liverpool's 2016 International Festival for Business as a company delegate

Designed a brand and style guide for the startup's clean energy mission

LightSpace Studio | Culver City, CA

Studio Manager (June–August 2013)

Routinely hosted and rented to top production teams

Designed for studio and Carin Krasner Photography

Performed SEO for studio website and affiliated web platforms

Mr. Musichead Gallery | Hollywood, CA

Designer & Developer (May–August 2013)

Designed identity, storefront, and website for subsidiary business

Designed promotional assets for the gallery, artists, and events

Implemented performance and server upgrades for gallery website

Added hundreds of items to the gallery's e-commerce inventory

Omicron Apps | Los Angeles, CA

Cofounder (2010–2012)

Directed design for numerous mobile gaming projects

Designed identity system, website, and social platforms

Devised marketing strategy resulting in tens of thousands of downloads