

Stefan Patashvili

EXPERIENCE

Visual Design & Branding Consultant 2019 – Present

Applied Video Solutions, San Francisco, CA

- Created AVS Next and SafeCity visual brand guidelines, messaging and iconography.
- Developed site map, wireframes, personas and user flows for avsnext.com and safescity.org.
- Collaborated with executive stakeholders, ux designers, copywriters and key accounts to conduct usability studies and to simplify customer journeys.
- Created, selected and edited photography to communicate the brands' story effectively.

Creative Brand Manager 2017 – 2019

PAXIO, Santa Clara, CA

- Developed visual brand guidelines, messaging and iconography for two brands.
- Designed websites, brochures, vehicle wraps, advertising and on-boarding kits.
- Designed and executed direct mail, email and outdoor marketing campaigns, resulting in almost two million dollars of preorders in the town of Atherton.
- Worked with company president, key community stakeholders, vendors and a copywriter to create press releases, landing pages, presentations for fiber network rollout and launch.
- Created personas based on stakeholder interviews and competitive analysis and tailored customer journeys and messaging to communicate brand benefits and story.

Creative Director 2007 – 2017

Yael Designs, San Francisco, CA

- Grew a small engagement ring shop to nationally known fine jewelry brand, with five consecutive American Gem Trade Association awards and multiple JCK Jewelers Choice awards. Created brand's visual standards and guidelines, and revised as company evolved.
- Created content-rich digital and print catalogs, lookbooks; mobile, direct-mail and email campaigns, increasing brand exposure and communicating brand's story.
- Recruited and managed a team of copywriters, video editors, retouchers, social media associates and engineers to create and maintain world class brand presence.
- Shot and edited photos of jewelry, and created high resolution digital imagery library for retailers and press with over 70,000 images.
- Directed videographers, video editors to produce product and brand videos.
- Art-directed photo shoots and worked with PR agency and publication editors to feature Yael Designs in and on the covers of leading trade and fashion publications.
- Maintained relationships with key retail accounts and developed tailored advertising, display and digital marketing campaigns for each one.

EDUCATION

UX/UI Bootcamp UC Berkeley Extension, Graduating in January 2020

User Research, UI Design, Interaction Design, Wireframing, Prototyping, Storyboarding, Accessibility & Usability, Typography, Iconography, HTML, CSS, Javascript. GPA 4.3

B.S. Business Administration, Concentration in Marketing

San Francisco State University, Graduated in May 2006

Strategic Business Management, Business Ethics, Society and Sustainability, Marketing Management, Marketing Research, Advertising. GPA 3.4

Seasoned and resourceful visual designer, marketer and photographer

Skills

UI Design, Interaction Design, UX Design, User Research, Wireframing, Prototyping, Storyboarding, Interviewing, Illustration, Photography, Animation, Videography, Sketching, Project Management.

Tools

Photoshop, Illustrator, Sketch, Invision, Figma, Adobe XD, Lightroom, InDesign, Premier, HTML, CSS, Javascript.

Leadership

Instructor's assistant
Jewelry Modeling Photography,
360 Jewelry Video,
Luxury Jewelry,
Photigy Photography School,
Campbell, CA (May 2015).

Presenter and content developer
"Make Social Media Work for You"
– Independent Jeweler's
Organization Conference,
Chicago, IL (August 2013).

Interests

Rock climbing, gardening
backpacking, fluent in Russian,
traveled to Antarctica twice.

Portfolio | Contacts

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