CURRICULUM VITAE

Steven Dow
Freelance Creative

I'm an Art director, Visual designer and UI/UX designer from Amsterdam. I have more then 15 years experience and I have designed online and offline for brands in the top 100 at both agency and client side.

I enjoy working on BIG and small projects developing concepts, designing web sites, user interfaces for web and smartphone applications, and online and offline campaigns, with the goal, providing innovative ideas and designs that solve problems, between businesses and their customers.

Portfolio
www.steezie.nl

My approach to design doesn't end at making stunning visuals, I also focus on the experience and function of my designs. Great design is not purely based on how it looks, it's a combination of stunning visuals, great experience and simplicity. I believe strongly that great design is in the small details.

Clients
ARA, BrandBase, Bureau aan de Amstel, DMO, Deutsche Telekom, Eigenfabrikaat, JUNIOR* academie for advertising, Media Republic, New Message, TomTom, Tommy Hilfiger, YoungWorks, Vodafone and Y&R.

Brands
Albert Heijn, ABN AMRO, Deutsche Telekom, ING, KLM, Land Rover, Levi's, Nuon, Nike, Pampers, TomTom, Tommy Hilfiger, UPC, United Emirates, Vodafone, VW, WWF, Wrangler and more …

Super Powers

ART DIRECTION

UI DESIGN

UX DESIGN

HTML & CSS

CONCEPT DEVELOPMENT

PROTOTYPING

WORK EXPERIENCE

August 2006 – present	: Steezie your design hero
Position	: Freelance Art director | visual designer | UX designer
Duties	: Working for various agencies and clients designing smartphone and/or web applications, websites, and online and off line campaigns onsite or offsite.

May 2013 – October 2013	: Vodafone
Position	: Freelance Art director | visual designer
Duties	: Working for the Vodafone Group R&D automotive team at the Vodafone campus in Dusseldorf. Working closely together with the UX designer and the agile development team. Responsible for creating concepts, prototypes and GUI's for the Vodafone Xone beta product IOS6 & IOS7 and Android automotive product.

March 2013 – May 2013	: Deutsche Telekom
Position	: Freelance Art director | Visual designer
Duties	: Working for the product design team at the head office in Bonn. Working closely together with the Senior Product Designer and visual designer, responsible for creating concepts, prototypes and GUI's for future Telekom products with the main focus of improving Telekom experience on mobile devices.

May 2012 – November 2012	: TomTom
Position	: Freelance Art director | Visual designer
Duties	: Working alongside the UX designer, interaction designer and developers focused on the core navigation software. Responsible for producing design concepts, executing designs based on established style guides and updating the style guides and developing detailed design specs for production for web, desktop and navigation device applications.

October 2010 – March 2011	: strawberryfrog
Position	: Senior designer
Duties	: Responsible for producing graphical productions of website, microsites, EDM's, banners and landing pages, typography of texts, the precise use of the branding, monitoring and where necessary recommend the use concerning the branding and other duties.

December 2009 - November 2011	: eBuddy
Position	: Visual Designer
Duties:	: Working as a core member and a primary point of contact on visual design matters of the Products and Marketing Team. Responsible for the visual appearance of the eBuddy web and mobile products, developing and guarding a consistent eBuddy branding both online & offline, creating resources for the GUI's of the existing Web (AJAX) and Mobile (J2ME, iPhone and Android). Creating the most optimal, strong and effective designs that enhance both the visual appearance and interactive behaviour of the eBuddy products in every detail.

January 2009 - February 2011	:	Junior Academie voor Art Direction
Position	:	Teacher
Duties:		I was responsible for teaching and developing the teaching program for the field Desktop Publishing for the first and second year. Within 2 years, students are trained as junior desktop publisher. The program teaches the student how to work with the Adobe CS programs Indesign, Illustrator and Photoshop. The teaching program consists of image editing, typography, image processing, vector and pixel illustrations, graphic design, layout and more. All these skills are combined in graphic design assignments which are increased in difficulty in each assignment.

February 2008 – June 2008	:	Roorda Reclamebureau
Position	:	Designer | desktop publisher
Duties	:	Responsible for: coordinating the Desktop Publishers and the activities in the studio. Producing graphical productions for print and web, typography of texts, Photoshop retouching, the precise use of the branding, monitoring and where necessary recommend the use concerning the branding. Goal: producing production ready files, proof prints, certified PDFs and other duties.

August 2007 – January 2008	:	TBWA
Position	:	Designer | desktop publisher
Duties	:	Responsible for producing graphical productions for the Albert Heijn BONUS booklet, typography of texts, the precise use of the branding, monitoring and where necessary recommend the use concerning the branding and other duties.

January 2006 - June 2006	:	Found
Position	:	Designer | desktop publisher
Duties	:	Responsible for producing graphical productions of in-store marketing material (including POS), adverts for Nike stores in Europe and Asia with the goal: producing production ready files, proof prints, certified PDFs and other duties.

October 2004 - October 2006	:	Wiliams Lea
Position	:	Designer | desktop publisher
Duties	:	Working at a client location (unit), responsible for producing graphical productions, typography of texts, the precise use of the branding, monitoring and where necessary recommend the use concerning the branding for presentations for on- screen and/or pitch books. Goal: producing proof prints, digital prints and other duties.

2002 – 2003	:	Working holiday in Australia

2000 – 2002	:	Intergrafipak
Position	:	Desktop publisher
Duties	:	Responsible for the development and adjustment of designs for various packaging, inserts and labels and/or client delivered designs (on both Mac and PC). Goal: producing proof prints, colour separations, film for plate production, digital proofs and other duties.

EDUCATION / COURSES

2012	:	Junior Academie for Advertising, Bachelor of Arts (BA). Successfully completed Art direction, Desktop publishing and Graphic design education.

2001	:	Grafisch Media Instituut Amsterdam Vocational Education Successfully completed Adobe Illustrator and Quark Xpress Basic Training Course.

2000	:	Grafisch Media Instituut Amsterdam Vocational Education Successfully completed Adobe Illustrator and Quark Xpress Advanced Training Course.

1999	:	IBM Professional Certification Program Boulder - Colorado America University of Professional Education Successfully completed the IBM InfoColor 70 Operations Training Course.

1999	:	Xerox Education Centre
		Vocational Education
		Successfully completed the Xerox Docutech 6135/80 Operator Training Courses

1998	:	Xerox Education Centre
		Vocational Education
		Successfully completed the DigiPath 1.1 Training Courses

| 1998 | : | Grafisch Lyceum Amsterdam Media Design |
| | | Successfully completed Media Design |

| 1997 | : | Grafisch Lyceum Amsterdam Graphic Design |
| | | Successfully completed Graphic Arts |

SOFTWARE:

Mac OS and Windows: Axure, Flash, Illustrator, InDesign, Sublime Text 2, and Photoshop.

LANGUAGES:

English and Dutch (bilingual) and German limited working proficiency.

REFERENCES:

Fabian Nehne
Head of Hardware Design (VP) at Deutsche Telekom
I got to know Steven as a very ingenious UI-concepter and an amazingly fast visual designer. Also he is a great guy to have in the team.

Guido Gehlen
Principal Expert Automotive at Vodafone Group Services GmbH
"Steven jumped into our project as visual designer on short notice and delivered with vast speed and professionalism the smartphone app designs for Vodafone's brand new XONE beta product drivexone. He did the art direction of the iPhone and Android apps and guided three designers. Steven did an excellent job and became an essential part of the agile development team. "

Lennart Hennigs
Senior Interaction Designer bei Deutsche Telekom
"Steven was a great addition to our team. He is a seasoned designer with a good eye for effective design solutions. He always delivered high quality work on time and all his concepts were well thought through. It was a pleasure to work with him."

Joost de Vries
CloseAlert
"Steven did an important website redesign for our company and helped us in the process of content decisions. Furthermore, we could provide him with quite a high-level briefing and still get excellent results without too many feedback loops."

More references on request.