



STEVEN HENDERSON

Associate Creative Director

// Art Director

[HTTP://STEVHEN.COM](http://stevhen.com)

steve@stevhen.com

646-326-5783

OVERVIEW

An Associate Creative Director and Art Director who's delivered innovative, creative ideas in New York City for over 15 years.

Proven experience driving brand engagement in omnichannel marketing for both national and global clients, with a portfolio that showcases well thought-out visual design and branding across multiple industries.

Taking great pride in being a versatile and nimble thinker, as well as nurturing and managing teams of diverse personalities and skill levels. Currently seeking new opportunities to apply full experience and skillset, either in full-time or freelance roles.

EDUCATION

PORTFOLIO CENTER // ATLANTA, GA

Winter 1999 - Spring 2001

Graduate Studies in Art Direction

TEXAS STATE UNIVERSITY // SAN MARCOS, TX

Fall 1986 - Winter 1991

Bachelor of Art in Journalism with major emphasis in Advertising with minor course concentration in Commercial Art.

SKILLS

Proficient in Photoshop, Illustrator, InDesign, Sketch, Acrobat, Word and PowerPoint with experience in HTML, CSS, video editing and 3D rendering tools.

REFERENCES AVAILABLE UPON REQUEST

EXPERIENCE

GEOMETRY // SENIOR ART DIRECTOR | FULL-TIME AND FREELANCE

New York, NY // Fall 2015 - Fall 2018

Design and develop strategically focused Acquisition and Customer Communications tactics for ongoing Liberty Mutual DM projects. Assisted in rebranding all new and existing tactics to new campaign guidelines. Designed post-event customized e-mail campaign for potential customers attending Ford sponsored events, realizing a 30% higher response rate from the previous year's campaign. Responsible for new design and regulatory updates to both patient and HCP XOLAIR.com sites.

Clients: Liberty Mutual, Capital One Platinum Card, Ford Motor Company and XOLAIR

INTERLUDE // ASSOCIATE CREATIVE DIRECTOR | FREELANCE

New York, NY // Spring 2015

Present concepts and designs internally and to client. Manage progress of projects to meet established timelines and creative brief. Lead projects from the design perspective as well as successfully collaborate with creative technologists, producers, and clients to deliver all assets to spec while troubleshooting issue.

Clients: AUDI, Disney, Coca-Cola, Huggies and MTV

MOMENTUM WORLDWIDE // ASSOCIATE CREATIVE DIRECTOR | FREELANCE

New York, NY // Fall 2014

Collaborate with the Tokyo and London offices to develop campaign for Ricoh's full suite of services. Develop print and digital outdoor elements.

Client: Ricoh

RAPP // SENIOR ART DIRECTOR | FULL-TIME AND FREELANCE

New York, NY // Spring 2012 - Spring 2015

Serve as brand supervisor for Time Warner Cable, to ensure consistency across the entire team of art directors, designers and production departments. Concept, design and produce quarterly creative assignments, which include print, eDMs and banners. Collaborate with staff and freelance teams to develop concept, identity, illustrations and collateral for special trade show events.

Clients: Time Warner Cable, HP Solutions and Humana

DIGITAS // SENIOR ART DIRECTOR | FREELANCE

New York, NY // Summer 2011 - Winter 2011

Supervise junior creative and design teams for overhaul of TIAA-CREF marketing and branding across print and digital. Assist with new business pitches.

Clients: TIAA-CREF and PNC Bank

WUNDERMAN // SENIOR ART DIRECTOR | FULL-TIME

New York, NY // Spring 2003 - Spring 2011

Refresh of Dell brand for multiple global laptop introductions. Responsible for concept, story boarding, editing and post production of several award-winning campaigns to work across multiple cultures and languages. Assist Microsoft advertising in growing their online search business with several successful and targeted communication pieces by utilizing the back end capabilities of Wunderman. Creative lead on brand-centric 32-page print publication for Pfizer. Partnering with a team of writers to create multi-condition versions of each issue.

Clients: Dell, Citibank, HP, Microsoft, Ricoh|IBM, Pfizer, The Wall Street Journal and Astra Zenica

FOUNTAINHEAD ADVERTISING // ART DIRECTOR | FULL-TIME

Atlanta, GA // Spring 2001 - Fall 2002

Designed regional print, outdoor and media collateral for clients.

Clients: TBSSuperstation, Atlanta Bread Company and Invisalign Orthodontics