

JEFFREY STEFFONICH

Product Designer

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📍 Broomfield, CO

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Product Designer Profile //

Technically adept, vision-oriented Interactive Designer with a robust background in crafting intuitive UX/UI designs for consumer-facing websites and mobile apps. Apply user-centered design approaches to establish customer needs and guide all phases of digital product development. Penchant for pitching and developing high-fidelity design features, prototyping novel solutions, and enhancing all aspects of user interaction. Collaborative and motivational leadership style; able to synthesize efforts of diverse creative and technical teams to bring forth high-quality designs.

Professional Experience //

SpotX – Senior Designer

Denver, CO, August 2020 – Present

Manage a team of creative and product design personnel; tasked to concept and assist in the production of innovative mobile products, website and brand campaigns for B2B and B2C video ad serving companies that can be accessed by various devices and digital environments. In charge of overseeing how product design and experience will be unified across the platform and public facing website. Work side by side with product managers to address problems in the product.

KEY ACHIEVEMENTS:

- Manage and oversee the development of marketing and ad campaigns from concept design to implementation.
- Lead design efforts in a Connected TV Global Marketing campaign and Connected TV's 2021 Trends Report which touched product design, web experiences, and brand creation reaching the world's biggest TV ad brands like Disney+, Discovery Network, and Samsung Ads.
- Help lead empathetic design process by creating a new product and brand design system style guide (called "Boost").
- Develop compelling design concepts for immediate deployment in the company's global thought leadership education, content marketing, and social media marketing strategies.

COHN Marketing – Senior UX/UI Designer / Senior Art Director

Denver, CO, January 2014 – August 2020

Lead creative and technical team through all phases of developing simple, user-friendly flows and experience for a broad range of retail, real estate, B2B, and B2C clients. Combine graphic design background with technical UX/UI skillset to design and validate websites and app prototypes. Bring diverse teams together for design collaborations and workshops to identify and execute solutions and alignments.

KEY ACHIEVEMENTS:

- Promoted from Art Director role in 2017 to take on duties of increased scope under present title.
- Launched internal brand activations for Comcast Technology Solutions, Owens Corning, Xtivia, and Pulte Mortgage.
- Optimized and contained web app and e-commerce site budgets of up to \$150K.
- Led full lifecycle of numerous product launches, from concept development to completion.

Areas of expertise include //

- Web & Mobile App Platforms
- Wireframes / Prototyping
- Intuitive User Interfaces
- Innovative Products & Features
- UX/UI Design
- End-to-End Project Management
- Graphic Design
- User Mapping
- Team Leadership & Development
- Cross-Team Collaboration
- Creative Concept Development
- Concept Validation

Technical Proficiencies //

- Figma
- Sketch
- Adobe XD
- Adobe Creative Suite
- Invision
- Webflow
- Whimsical
- Procreate
- HTML & CSS Knowledge & Understanding

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Professional Experience Continued //

The Creative Ninja – Creative Director / Product Designer

Broomfield, CO, January 2010 – Present

Provide art direction, branding, graphic design, and photography on a contract basis to a broad range of companies and consumer brands, including Under Armour, Old Chicago, The Pineapple Agency, Lifestraw, Cardinal Peak Technologies, Crafted Leadership, The Space Agency Real Estate, and Spot on Sound Productions. Deliver key visual strategy insights that activate customers and promote positive brand awareness.

KEY ACHIEVEMENTS:

- Retained multiple loyal clients for over a decade due to outstanding innovation, responsiveness, and high levels of professionalism.
- Scouted, recruited, and led top-performing teams of freelancers and third-party vendors in order to realize creative concepts for assigned projects.
- Skillfully incorporated and explored client suggestions, resolved queries, and provided professional guidance regarding concerns and objections.

Oblique Design – Senior Art Director

Boulder, CO, January 2010 – January 2014

Drove creative marketing direction on behalf of consumer-facing brands and organizations from various industries. Oversaw graphic design team while working closely with creative leaders to deliver best-in-class visual collateral. Led productive brainstorming sessions, pitched ideas to clients, and managed all phases of graphic design process. Launched new creative approaches to strengthen brand recognition, customer interaction, and marketing performance.

KEY ACHIEVEMENTS:

- Advanced campaign impact for well-recognized clients such as BMW Performance, MINI Cooper, University of Colorado, Duke University, Outlast Technologies, Wolky, Gaiam, and Avella Specialty Pharmacies.
- Positioned BMW Motorrad USA for success by steering all phases of campaign creative direction, from initial concept development and pitching to final roll-out.

Idaho Stew + Ink Lounge Creative – Graphic Designer

Denver, CO, August 2007 – January 2010

Leveraged artistic abilities and graphic design expertise to deliver high-impact marketing collateral used across digital and print platforms. Engaged directly with clients to translate business objectives into clear visual strategies and needs. Balanced competing priorities to achieve high-quality visual products in a timely manner.

KEY ACHIEVEMENTS:

- Delivered unique, eye-catching, and functional customer-facing designs for public-facing organizations such as Concept Restaurants Group, Colorado School of Mines Foundation, and Summer Scholars.
- Taught workshops for screen-printing and learned the value of client interaction.

Education/Training //

Bachelor of Fine Arts in Communication & Design (2009)

Metropolitan State University of Denver – Denver, CO

CareerFoundry

7 Day UX/UI Bootcamp – 2020

Udemy

UX Design Master Course – 2020