



Steve Marsh | Resume

PROFILE

My work is the culmination of innovative thinking inspired by classic design. Throughout my career, I have been a leader in strategic thinking for interactive media, branding and print collateral projects that have effectively conveyed the intended message without sacrificing the creative spirit. I have founded two design companies and worked with numerous Fortune 500 companies including The Walt Disney Company, Nestle and Coca-Cola. Using my vast experience, I've spent the last decade focused on online and interactive media while creating concepts and marketing for the entertainment, high-tech and travel industries. Whether reinforcing brand recognition or establishing a new brand, I am dedicated to successfully attracting the target audience with concise yet captivating designs. My mission is to identify what my clients want and need and rise above their expectations.

EXPERIENCE

2006-PRESENT | PRINT/INTERACTIVE | FREELANCE DESIGNER

Work with various clients and Agency's to create websites, print collateral and branding opportunities. Created multiple websites for Disney Online. Created a full branding system for Benvenuto Chauffeur Services, helped design and produce the website for UCLA Extension, a project contracted by Ascentium. Created Extranet for Sales Brokers and Print Collateral for Hawaiian Host

CLIENTS | ASCENTIUM, BUBBLE STUDIOS, SILVERLINING FILMS, BENVENUTO CHAUFFEUR SERVICES, VCT CORP, HAWAIIAN HOST, DISNEY ONLINE

1998-2006 | 8EDGE, INC. | PARTNER AND CREATIVE DIRECTOR

Drawing on considerable expertise in traditional design and new media, established 8Edge to help entertainment, corporate, and high-tech clients leverage new technologies and elevate the field of creative advertising and marketing online. Oversaw each project from its inception to completion while leading a team of talented designers and programmers. Instrumental in developing client partnerships resulting in successful new brand launches and propelling established brands. Fostered a nurturing atmosphere of continued learning, in addition to helping staff to sharpen their skills and forge new ground using the latest technologies and techniques.

CLIENTS | DISNEY PICTURES, TOUCHSTONE PICTURES, 20TH CENTURY FOX, OCEANIA CRUISES, FIRST AMERICAN TITLE, COCA-COLA, THX LUCASFILM, MATTEL, KB HOMES.

1994-1998 | WEST COAST CREATIVE ALLIANCE - DESIGN AND PRINT STUDIO - SENIOR ART DIRECTOR

Built a new creative department for West Coast Creative Alliance from the ground up. Took pride in managing, mentoring and growing the design department. Developed effective on-target advertising, print collateral and packaging, while overseeing each assignment from the concept phase through production. Met the needs of various clients from consumer packaged goods companies to those in the entertainment industry.

CLIENTS | JBL PROFESSIONAL, NESTLE, PARAMOUNT STUDIOS, HALLMARK, CRAYOLA AND EMI-CAPITOL.

1992-1994 | DAZU AND LEAD PENCIL | FREELANCE ART DIRECTOR/DESIGNER | USA

Oversaw the implementation of creative projects from the conceptual and design phase through production. Created print ads and collateral for numerous entertainment clients including Paramount Pictures and Universal Pictures.

EDUCATION

Bachelor of Arts | Manchester Academy of Fine Arts. UK
UKBTEC National Diploma in Photography | Manchester Academy of Fine Arts. UK

EMOTIONAL INTELLIGENCE SKILLS

Extremely knowledgeable and experienced at running a studio. Well-versed at dealing with initial budgets, fine-tuning creative concepts and supervising projects until they are completed. Ability to take a concept and translate to Web. Practical experience with taking a print assignment from concept to final production. An expert at handling multiple projects and clients.

AWARDS

WEB | Editors Pick Award : HitchHikers Guide to the Galaxy - Movies.com
Gold: Best site : Oceaniacruises.com – Travel & Leisure Association
Golden Web Award : 8edge.com Best Sites 8edge.com - Creative Magazine

PRINT | Award of Excellence for JBL professional - Consolidated Papers
Bronze Award for Direct Mail Advertising - GAM