STEVEN CONNERTON
DESIGNER - DEVELOPER

ABOUT ME

I am a creative innovator, branding strategist and developer with more than 15 years of experience creating impactful and visual solutions for a variety of clients from leading brands and agencies to startups and charities.

I pair a broad range of creative leadership experience in brand strategy and development, graphic design, development, and B2B/B2C marketing, with a deep understanding of psychology behind design to create effective campaigns and corporate narratives.

Currently based outside of Philadelphia, Pa, I share my expertise and utilize my design talents to drive team

SKILLS

Graphic Design
User Experience Design
User Interface Design
Wireframing
Prototyping
Animation
Project Management
Ecommerce Development and Management
Email Marketing Campaigns
Infographics
HTML5 & CSS3
Light MySQL Database Handling
Branding & Re-branding
SEO & SEM
B2B, B2C Marketing
Social Media
FTP: Photo & File Handling Product
Photography & Retouching
Problem Solving

WORK EXPERIENCE

SR. UX & DIGITAL DESIGNER - SYNAPSE

LANCASTER, PA   MAR 2019 - PRESENT

- Completed usability research, including polls and surveys, comparative analysis, creating personas and archetypes, defining use cases, building MVP
- Performed competitive-comparative analysis for brands, defining general direction and concept for further development
- Planned information structure for websites
- Developed content strategy for internal and clients' use in a form of defining channels, tone of voice, organizing content schedule
- Wireframed, designed and prototyped interfaces for websites
- Presented solutions to a client, describing interface decisions in details

SR. DESIGNER - TRIPLE STRENGTH

LEBANON, PA   FEB 2017 - MAR 2019

- Developed and maintained print/web collateral, graphical standards, marketing materials
- Coordinated, designed and maintained both Wordpress and CSS/HTML websites
- Worked in conjunction with the Director of Communications, as well as the Director of Development and led the creative team in creating integrated marketing
- Designed and printed online interactive sales and marketing collateral
- Oversaw the development and launch of 50+ websites
- Created the look and feel of the organization's online presence and social media forums
- Created concept mock-ups for web and mobile applications
- Identified and implemented SEO and SEM tactics that delivered quality measurable results
- Designed web pages, graphic elements and infographics for email newsletters
- Translated wireframes into web templates and graphics for use in the content management
- Experience with web-based media and integration with print media
- Creating variants of design and content used to conduct A/B testing and tracking results with Google Analytics
- Ecommerce Web application development and management

MY TOOLBOX

Photoshop
Illustrator
Indesign
Xd
After Effects
Acrobat
WP Bakery
Axure
Elementor
Jira
Teamwork
Asana
Divi
Keynote
Powerpoint
Godaddy
Wpengine
Woocommerce Shopify
Wordpress
Sketch
Invision
Creatopy
Sublime Text
Balsamiq
Wix
Wordpress
Squarespace
Joomla
Drupal
Google Analytics
Google Search Console
Google Adwords
Hootsuite
Sprout Social
Slack
Yoast
Mailchimp
Constant Contact
Sendgrid
Survey Monkey

EDUCATION

BACHELOR OF GRAPHIC ARTS

Digital Media Arts College
2003 - 2007

CONTACT

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WORK EXPERIENCE

UI/UX DIRECTOR - WORLDARTS

LOS ANGELES, CA   FEB 2014 - FEB 2017

- Participate in all phases of the web & mobile development life-cycle, including: functional definition, project management, user interface design, graphic design, page layouts, color palettes, wireframes, site maps, user flows, user scenarios, functional specifications, navigation schemas, prototyping, ongoing usability testing and assessment, and user scenario research

- Create cutting edge designs for our web, mobile, social and all marketing materials and collateral

- Understand business and brand requirements and how they translate to an engaging and functional design across numerous social media sites and device platforms

- Analyze existing design content to enhance artist and viewer outreach, experience, and retention

- Clearly communicate design ideas to senior team members using sketches, wireframes, and prototypes

- Develop and coordinat RFPs

- Managed proposal development, timelines, and development process using online project management software

- Responsible for project management of off shore and in house development teams

- Work closely with development teams on eCommerce, UI/UX, content editing and front-end development, Q&A, cross browser - cross platform testing, web posting, meta tag development and search engine registration, website maintenance and hosting

- Quality assurance, offering ongoing comprehensive support to clients after projects were complete

GRAPHIC DESIGNER - MEDIA SERVICES

LOS ANGELES, CA   FEB 2013 - FEB 2014

- Responsible for design, development, and maintenance for seven company web sites, serving various purposes

- Designed UI for mobile device applications

- Increased company's portfolio of creative services and revenue stream by offering a unique approach to branding, campaign development, UI design, icon development, interactive design and art direction

- Led all graphic design, production, content management and development in HTML,CSS, JavaScript, PHP and XML