

STEVEN CHI

graphic designer | illustrator

stevenchi.com
703-964-6418
stenchi@gmail.com

EDUCATION

James Madison University
BA, Media Art & Design
2008 - 2012

SKILLS

Photoshop
Figma
Sketch
Illustrator
InDesign
Premiere Pro
Microsoft Office
HTML/CSS

EXPERIENCE

Disney Streaming | New York, NY
Senior Visual Designer | May 2020 - Present

- Specialized in performance marketing design for the Growth Marketing team at Disney+.
- Art directed and designed more than 140 emails in 2022. Also, created the top email, in open rate, of 2022 with the bespoke "May the 4th" email. Branded the weekly newsletter collaboratively with the Lifecycle marketing team.
- Produced over 1000 assets for CTV and digital display assets for campaigns such as: "Shang-Chi and the Legend of the Ten Rings", "The Simpsons", "Up", etc.

Lord + Taylor | New York, NY
Graphic Designer | December 2017 - February 2020

- Created the new Lord + Taylor logo on March 2019 for their rebrand.
- Executed a wide variety of on-site events, campaigns, digital ads, marketing and PR initiatives, mobile, social and email designs.
- Followed and maintained brand identity characteristics, typography, photography, color etc., evolving when necessary.
- Worked cross-functionally with marketing, merchandising, editorial and creative production teams.

Aon | New York, NY
Graphic Designer | April 2017 - December 2017

- Designed and reformatted Request for Proposals (RFPs) and slide decks with Account Executives on accounts like the United Nations, Panasonic, and the New Jersey Transit.
- Produced print collateral such as event signage, ads, and brochures as well as reformatting digital assets like slide decks and email banners.
- Created brand concept for Aon's involvement in the 2017 Pride March and designed print collateral that included t-shirts, visors, and posters.

Saks Fifth Avenue | New York, NY
Production Designer (Freelance) | April 2017

- Designed logos for "SAKS CNCT", a resourcing tool to be used for Saks Fifth Avenue associates; "Front Row Beauty", Saks Fifth Avenue's marketing initiative for upcoming fashion shows; and "SFA USA", a marketing logo to be used on apparel made in the United States.
- Created postcards, direct mailers, store-wide collateral, posters, and directories for usage across all Saks Fifth Avenue locations.
- Conducted font exploratory for the 2017 Christmas campaign.

S&P Dow Jones Indices | New York, NY
Graphic Designer | September 2015 - December 2016

- Redesigned print and web advertisements for placement in publications (e.g. Wall Street Journal, Bloomberg Markets, Financial Times, etc.) and company web page.
- Created concepts, designs, & layouts for informational brochures/infographics that were requested by multiple stakeholders.
- Collaborated with marketing team to design SPDJI's quarterly publication, Indexology Magazine.

Washington FAMILY Magazine | Reston, VA
Graphic Designer & Production Manager | August 2013 - August 2015

- Led full rebranding effort of the magazine and its creative guidelines in July 2014.
- Administered work-flow and design processes of all articles and interior pages of the magazine to maintain branding guidelines.
- Illustrated for editorial and served as art director for commissions.
- Designed ads for local schools and businesses to be placed within the magazine.
- Created Media Kit, company forms, promotional material, etc.
- Organized the layout of the magazine from production to pre-press stage.