

Stephen Corsello

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SKILLS, APPLICATIONS AND TECHNOLOGIES

Right brain:

art direction, print design, web design, information architecture, usability, project management, problem solving, illustration, photography, video editing, Flash animation

Left brain:

Photoshop, Illustrator, InDesign, QuarkXPress, PageMaker, HTML, CSS, Mac OS X, Acrobat, JavaScript, PHP, book publishing, pre-press, Windows 2000/XP, Word, PowerPoint, Excel

EXPERIENCE

Freelance Designer, New York, NY

Meredith Integrated Marketing { jun.2004 – present }

- Redesigned collateral pieces to be more contemporary and consistent.
- Created upscale presentations for sales meetings, including photo research and templates.
- Designed integrated materials for 2004 MIM Team Meeting, including invitations, yearbook, and corporate video.

Martha Stewart Living Omnimedia { feb.2004 – may.2004 }

- Maintained corporate web site, including retail product catalog, recipes, and articles pulled from MSLO printed magazines.
- Increased style options of weekly email newsletters by re-coding HTML / CSS.

Other clients { jan.1995 – present }

Designed and produced posters, webs sites, catalogs, and packaging for:

- | | |
|------------------------------|----------------------------|
| – A & E Television | – Jamie McGonnigal |
| – Darren Bagert | – MetLife |
| – Conair | – Nottingham Wood Products |
| – Matthew Shepard Foundation | – Paper Words |

TopCoder, Glastonbury, CT

Marketing Manager { jan.2003 – jan.2004 }

- Promoted company to 2 distinct audiences through web and print media.
- Worked directly with department heads to determine company goals.
- Interviewed, hired, and mentored small staff of graphic designers.

Web Designer { oct.2002 – jan.2003 }

- Redesigned 6 dissimilar web sites to be more consistent and easier-to-use.
- Updated collateral materials to reflect changes in business model.

Freelance Web Designer { jul.2002 – oct.2002 }

- Created TopCoder Software web site to market new business products.

Stephen Corsello ...continued

Tallán, Glastonbury, CT

Project Manager { sep.2000 – nov.2001 }

- Collaborated on-site with clients to determine business goals.
- Managed teams of 1 - 4 designers per project.
- Produced sales proposals and slide presentations for client meetings.

Senior Web Designer { may.1998 – sep.2000 }

- Designed and produced high-profile web sites for Priceline and Kinko's.
- Interviewed and mentored internal design staff.

Graphic Designer { oct.1997 – may.1998 }

- Supported sales and marketing through development of web site and printed collateral.
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Embassy Marine Publishing, Old Saybrook, CT

Art Director / Production Manager { sep.1992 – sep.1997 }

- Reduced production costs 50% by bringing color scanning, digital photography, film output and color proofing in-house.
- Hired and trained illustrators, designers, and production staff.

Graphic Designer { jan.1992 – sep.1992 }

- Created cover illustrations, ads, and page layouts for series of popular recreational boating guides.

EDUCATION

University of Connecticut, Storrs, CT

Bachelor of Fine Arts, Graphic Design { sep.1987 – may.1991 }

- Developed individual course of study of computers in graphic design and typography.
- Worked with Managing Editor of The Daily Campus student newspaper to redesign entire layout and streamline production process.