Creative Director

STEVEN LEE BEATTY

ABOUT

I'm a designer and and business tycoon who creates clean and effective projects using current technologies with a focus on branding and user experience.

"If I had asked people what they wanted, they would have said faster horses" Henry Ford

EDUCATION

Western Governors University
BBA, BUSINESS ETHICS

Georgia State Univeristy
VISUAL COMM. & REHTORIC

Georgia Southern University
CREATIVE WRITING

CONTACT

📞 404.936.4062

✉️ stevenleebeatty@gmail.com

🚀 www.stevenleebeatty.com

SKILLS (EXPERT)

Adobe Creative Suite

HTML5, CSS3, Javascript

Brand Identity

User Experience

User Interface

Creative Direction

WORK EXPERIENCE

NOV 2009   CURRENT

Founder & Creative Director
ONOMONOMEDIA, WORLDWIDE

An experiential marketing firm that designs and builds products to help clients interact with and market to their patrons. I draft all new products and work with the production team to turn drafts into a reality. I build the computers and wire each new product for its specific task. I lead all marketing and design all print and digital collateral, as well as code the HTML and CSS for our website. When we opened our doors in 2009, I created a marketing plan that took the company from $200,000 in sales our first year to surpassing $1,000,000 in sales in our third; all while spending less than $500 on advertising. We now work directly with clients like Time Inc, Viacom, Madewell, Food Network, Patron Tequila, Lululemon and Dior for their event marketing.

JUNE 2013   CURRENT

Interactive Designer
IGNITIONONE, ATLANTA, GA

Working with the VP of Product, I am the only designer at this firm of 500 people with offices in 5 countries. I lead all UX design efforts by architecting work flow throughout a complex analytics suite. I then design the subsequent UI pieces to complete each tool in a global data store used by each point solution around the world. I headed the integration of two companies we acquired to maintain a common UI and ensure proper integration of the data store and repository.

JAN 2013   NOV 2009

Senior Graphic Designer
MAJESTIC PHOTOBOOTH CO., ATLANTA, GA

I created the branding, web design, copy, and maintained the user interface for the equipment. I hand built each product in our workshop, wired all the components and programmed the functions of the booth. I worked with the CEO to blueprint and construct the technologies currently in operation. I headed employee training and lead the opening of three new branches in Salt Lake City, DC and New York City. I have also attended over 400 events as a company liaison and technician to ensure proper function of the products and client satisfaction.

JAN 2013   FEB 2007

Graphic Designer
THE GANG PRODUCTIONS, ATLANTA, GA

This is currently a video production company working on an interactive web series called "Human Supply". My role was designing and coding the website as well as designing all the print materials. I created the initial branding that is currently in use by the company. I also helped with production design. I developed an interactive website with a user-based content management system and an easy-to-use updating system so the team would be able to post blog entries and event news from anywhere.