

steffeni lum : visual communicator

los angeles , california T. 310.428.7080 E. steffeni@me.com steffenilum.com

EXPERIENCE

Freelance Designer : Los Angeles, CA (08.15 – present)

Disney Publishing Worldwide - LA (08.15 – present)

Publishing Company – Design and produce layouts for Star Wars books, Elena of Avalor story book concepts, Dumbo and Bambi specialty books, Tsum Tsum tool kit.

Senior Designer : Disney Publishing Worldwide, Glendale, CA (01.13 – 12.14)

Publishing Company – Design and manage global licensed artwork and layouts for a variety of global publishers as well as Disney imprints, and other Disney live action films.

Freelance Art Director + Designer : New York, NY / Bali, Indonesia / Los Angeles, CA (11.07 – 01.13)

Schawk, Inc / Anthem Worldwide / Brandimage - LA (11.12 – 01.13)

Global cross-media production agency – Graphic design and branding for Herbalife.

MGA Entertainment - LA (09.12 – 11.12)

Toy and game company – Revamping the brand look and feel of packaged products for iTikes and lilTikes division.

Passionate Marketing - NYC (08.11 – 02.13)

Culture and lifestyle marketing company – Off-site design for digital graphics and online promotions: Grace Potter, Polica, Company of Thieves, Stars and Xylos for Hob Nob Wines.

Veggie Grill - LA (09.12 – 10.12)

Vegetarian restaurant – Off-site design for new packaging layouts and pattern designs for a brand revitalization.

Sapient Nitro - LA (06.12 – 08.12)

Integrated marketing, commerce and technology firm – Worked with a team to design a version one mobile site for Intel.

Frederick's of Hollywood - LA (07.12)

Lingerie and women's wear company – Worked to revitalize the FOH brand by creating a new launch of a brandzine for their Fall season.

Flux Branding - LA (03.12 – 06.12)

Branding company specializing in real estate, automotive, professional services and restaurants – Designed and consulted on brand pitches and brand redesigns for TradeTec, MPi and Advanced Auto Parts.

Belkin - LA (02.12 – 05.12)

Manufacturer of computer hardware that specializes in connectivity devices – Worked on designing mobile and accessory packaging, art directing photography for web marquee and banners for their current brand launch.

Tumi - NYC (12.09 – 04.12)

Luxury travel, business and lifestyle accessories company – Designed and illustrated the Chinese Zodiac for their travel line. Designed signature jacquards for a women's and men's collection launch. Created illustrations for Tumi's 35th anniversary, Olympic 2012 London, and Year of the Dragon 2012 luggage tags, created 3-D product novelty key chains.

Olah - LA (02.12 – 04.12)

Global apparel leader in garment washes and finishes – Designed a new brand identity for Redemption Jeans, a men's and women's denim line. Branded articles included: hardware, hang tags, side seams, inner and outer waist labels.

Aurora - LA (01.12 – 03.12)

Motion graphic and animation studio – Designed a new identity for company launch.

sbe - LA (06.11 – 11.11)

Hotels, restaurants, nightlife, events and real estate development and lifestyle company – Designed, managed and developed (print, web, signage) brand and marketing collateral for the all divisions and various venue locations.

Venues : SLS, The Redbury, Fourpoints, The Bazaar by José Andrés, Cleo, Gladstones, Katsuya by Stark, Mercato di Vetro,

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Papaya King, XIV, East, The Abbey, Bar Centro, The Colony, Crimson, Eden, Greystone Manor, Hyde, The Library at The Redbury.

WME - LA (08.11)

A talent and literary agency – Created packaging logo concepts for an entertainment start-up.

The WPA.tv - LA (02.11 – 06.11)

Advertising agency – Assisted in the development of the brand expression and product design for Bangstyle, a hair and culture network experience.

David Yurman - NYC (10.09 – 01.11)

Luxury goods and jewelry company – Developed look books, invitations and catalogs for local and international stores.

Cause No Harm - Bali, Indonesia (10.10 – 12.10)

Social responsibility movement company – Developed logo.

Meita Murdiani Boutique - Bali, Indonesia (02.10 – 10.10)

Gift boutique – Created marketing materials and packaging.

NYU SCPS - NYC (05.09 – 02.10)

Adjunct instructor Design, Digital Arts, and Film department of NYU's School of Continuing and Professional Studies.

Flashpoint Medica - NYC (09.09 – 10.09)

An Omnicom full-service professional health care advertising agency – Created logos, advertising and collateral for various clients.

Sea Advertising - NYC (5.09 – 8.09)

Traditional advertising start-up firm – Developed conceptual and stylistic direction to the creation of a logo and tag line.

The De Plano Group - NYC (03.09 – 04.09)

Branding and advertising firm worldwide – Developed conceptual and stylistic direction to creating the UI and skins for web sites.

Clients : Greenfilter by Oasis, DreamSakes by Scan-Optics

Clear Cafe + Layan Products - Bali, Indonesia (12.08 – 03.09)

Seafood, vegetarian restaurant (Ubud, Bali) – Created brand expression and menus.

The Mixx - NYC (08.08 – 11.08)

Strategic branding and marketing firm – Art directed and designed Mercedes-Benz 2009 lifestyle catalog.

Designed and produced various marketing and branding materials (web, corporate collateral, packaging).

Clients : Adin+Anais, Big Apple Car, Donna Morgan, Johnson and Johnson, Mercedes-Benz, Top of the Rock

Olivet International, Inc. - NYC (04.08 – 8.08)

Luggage, handbag and apparel company – Managed the design department, created and produced brand materials (web designs, hang tags, packaging, print patterns) for both licensed and in-house brands.

Clients : BTL, Double Dutch Club, CRCKT, Jeep, J-41, Kohls, Nicole Miller, Nine West, Olivet, Revo

Interbrand - NYC (02.08 – 04.08)

Global branding firm – Created and produced brand strategy materials for both internal and external accounts.

Clients : Interbrand, MGM Grand, Microsoft HealthVault, NYSE Euronext's Smartpool

Moment - NYC (11.07 – 01.08)

Interactive design firm – Designed and produced applications and documentation for both web and mobile projects.

Clients : Gucci, Upswing, VHI

Senior Designer : Baker Brand Communications, Santa Monica, CA (11.04 – 11.07)

Brand consultancy and communications design firm – Instrumental in establishing design concepts to completion

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of thematic elements through the use of typography, photography and or illustration. Work closely with clients, creative and design directors, copywriters, strategists, production, account executives and vendors to develop various projects ranging from research analysis to brand strategy and development, naming systems and logo development, annual reports, collateral systems, web design, advertising, marketing, environmental design and exhibit graphics.

Clients : Affymetrix, Allergan, Alpha Natural Resources, Amgen, Baker Brand Communications, The Broad Foundation, Capitol Group, Cephalon, City of Hope, Center Financial Bank, Disney ABC, Fremont Investment and Loan, Indymac Bank, International House of Pancakes, Maguire Aviation, Maguire Properties, Metabasis, Nventa, Occidental Petroleum, Port of Los Angeles, Qualcomm, Stressgen, UCLA, Watson Pharmaceuticals, WellPoint

Freelance Designer : Los Angeles, CA (11.03 – 10.04)

Dolce Café & Bakery (09.06 – 02.07)

Café and bakery – Created the identity development and packaging for the restaurant launch in 05.07.

Melanie Paykos Design, Inc. (06.04 – 10.04)

Design agency specializing in entertainment and consumer products – Responsible for design, concepts, and production of posters, style guides, toy packaging, DVD packaging, web sites, identity, corporate collateral.

Clients : Cartoon Network, Fox Licensing & Merch., MGM, Paramount Home Video, Turner Classic Movies

Robin O'Connell Design (04.04 – 08.04)

Design company focused on civic and consumer projects – Contributed to the design and production of information design, brochures, DVD packaging, sell sheets, logo development, web design, marketing collateral.

Clients : Big Blue Bus, Sony Wonder, Bay Side District, Santa Monica Shopping Districts

The Strausberg Group (02.04 – 04.04)

Advertising and design agency providing brand and marketing communications – Designed advertisements and collateral.

Clients : AAA Travel, Indian Wells Tourism

Hane Chow, Inc. (10.03 – 02.04)

Full-service design agency specializing in corporate communications – Involved in the design concepts for stationery, annual reports, web sites and corporate collateral.

Clients : AMB Intl. Airport Centers, Cornerstone Research, Cerus, Chiron, CV Therapeutics, Gilead Sciences

Designer : Hane Chow Inc., Oakland, CA (10.01 – 10.03)

Full-service design agency specializing in corporate communications – Designed and produced annual reports, corporate collateral, corporate identity, exhibit graphics, packaging and web site designs.

Clients : AMB Property, Bank of America, Cerus, Chiron, CV Therapeutics, Cornerstone Research, Elibrium, Exelixis, Gilead Sciences, Hane Chow, Net.com, Noble Marketing, PG&E, Tilia, Wells Fargo, West County Gardener

Designer : Otis Design Group, Los Angeles, CA (01.00 – 06.01)

Design group which allows graphic design to be accessible to the LA community by working with non-profit groups, small businesses and local organizations – Designed and produced work for various non-profit projects.

Clients : American Heart Association, City of Los Angeles, Otis College of Art and Design, Spiritual Awakening Foundation

EDUCATION

Otis College of Art and Design, Los Angeles, CA (12.06 – 05.07)

Enrolled in the Surface and Textile Design Certificate Program

University of California Berkeley Extension, San Francisco, CA (12.03 – 07.04)

Participated in the Business Administration Certificate Program

Core classes focused on accounting, economics, finance, human resources, management and marketing

Otis College of Art and Design, Los Angeles, CA (08.97 – 05.01)

Bachelor of Fine Arts with Honors in Graphic Design

Selected to Dean's List: four year