

# Steven Severson

Integrated Graphic Designer

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773-322-2724

Chicago, Illinois

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## SUMMARY

Senior Graphic and Production Designer with years of professional experience with advertising, branding, marketing agencies and studios. Target audiences include pharmaceutical healthcare professionals and patients, and retail consumers. Campaigns and projects involving every means of multi-channel and cross-media design and production.

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## SKILLS

InDesign	Photoshop	Illustrator	Adobe Creative Suite
Word	PowerPoint	Acrobat	macOS & Windows
Layout	Typography	Retouching	Google Workspace
Production	Concepting	QA/Reviewing	HTML5 & CSS3

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## PORTFOLIO

[www.stevenseverson.com](http://www.stevenseverson.com)

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## SOCIAL

[linkedin.com/in/stevenseverson](https://linkedin.com/in/stevenseverson)

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## EXPERIENCE

### **Graphic Designer – Model One Digital**

Sep. 2023 – Current

Design and production for print and digital projects.

### **Senior Production Designer – Pivot Design**

Jan. 2024 – May 2024

Provided production support for creatives. Provided high end retouching and image processing. Finalized and QA'd deliverables. Contributed HTML editing, creation of charts and graphs.

- Trade show booths, banner ad campaigns, creation of logo suites, print collateral.
- Implemented creative design and layout solutions. Streamlined techniques to meet deadlines.
- Clients: Eli Lilly, Amgen Inc. Astellas Pharma U.S. Inc., Takeda Pharmaceuticals U.S.A., Inc.

### **Production Designer – Ogilvy/Hogarth (WPP)**

Jul. 2021 – Sep. 2022

Production for digital and print campaigns, with a focus on targeted emails.

- Produced large email campaigns, banner ads, social content, LCD screens, billboards, sales flyers, posters, brochures, and postcards.
- Clients: Hyatt Corporation, James Hardie, Tyson Foods, John Frieda.

### **Integrated Graphic Designer – Ogilvy/Hogarth (WPP)**

Mar. 2019 – Mar. 2020

Managed the complete creative design and production process, from creative briefs to final deliverables. Upheld brand consistency across numerous forms of collateral.

- Created banner ads, billboards, print ads, sales flyers, and brochures, stadium displays.
- Clients: Castrol Limited, British Petroleum, SC Johnson, Morton Salt.

### **Production Artist – Prodigious (Publicis)**

Nov. 2018 – Mar. 2019

### **Graphic Designer – Razorfish Health (Publicis)**

Dec. 2016 – Jul. 2018

Provided design support, production, extensive layout and template work.

- Created 100+ screen presentation decks. Patient guides, brochures, leave behinds.
- Clients: Astellas Pharma Inc., NLS Pharmaceuticals AG.

### **Graphic Designer – Trisect, LLC.**

Jan. 2011 – Sep. 2015

Executed production and layout tasks, including design transfers/blowouts and retouching.

- Created assets, such as posters, pallet displays, packaging, POP displays, vehicle wraps.
- Clients: Kawasaki, ConAgra, Mike's Hard Lemonade, Wrigley, Kimberly-Clark.

### **Associate Art Director – AbelsonTaylor, Inc.**

Jan. 1999 – May 2010

Oversaw execution of creative projects, from initial brief to final delivery. Generated concepts for video and print. Conducted internal presentations. Directed developers, production teams, retouchers, fine artists, and photographers. Ensured adherence to brand aesthetics and style guidelines. Conducted project evaluations and upholding quality of outcomes.

- Created storyboards and mood boards for TV spots, print advertisements, websites, banner ads, presentation decks, interactive applications, trade show presentations, and videos.
- Clients: Eli Lilly and Company, Amgen Inc., Biogen Idec Inc., Abbott Laboratories, Astellas Pharma U.S. Inc., Takeda Pharmaceuticals U.S.A., Inc., Ther-Rx Corporation.