Steven Severson

Digital Production and Design Specialist

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PROFILE

Senior Graphic and Production Designer with extensive professional experience in healthcare marketing and retail packaging design. Proven ability to develop high-quality visual materials, including complex packaging, multi-channel marketing collateral, and digital content. Expert in collaborating with cross-functional teams to ensure absolute accuracy and brand compliance for medical and consumer audiences. Advanced technical skill set covering print production, digital assets, and 3D modeling for packaging mock ups and advertising.

SKILLS

Creative

Packaging Design, Visual Storytelling, Layout, Typography, Retouching, 3D Modeling (Blender), Print Production.

Software

Adobe Creative Suite (InDesign, Illustrator, Photoshop), Acrobat, MacOS, Windows.

Suites & Related:

HTML/CSS, VS Code, Figma, Google Workspace, Office365, Local AI workflows.

PORTFOLIO

www.stevenseverson.com

EXPERIENCE

Owner / Designer | Model One Digital **Sep. 2023 – Current**

- Manage independent design and production workflows for diverse print and digital assets, ensuring high standards of visual storytelling and quality.
- Clients: The Chicago Jesuit Academy.

Senior Production Designer | Pivot Design **Jan. 2024 – May 2024**

- Collaborated with marketing and creative teams to finalize healthcare deliverables, ensuring visual consistency and regulatory accuracy.
- Developed print collateral, logo suites, and trade show graphics that communicated critical product messaging.
- Prepared high-quality files for print production and executed high-end image processing for prominent healthcare clients.
- Clients: Astellas Pharma U.S. Inc., Takeda Pharmaceuticals U.S.A., Inc., Eli Lilly, Amgen Inc..

Production Designer | Ogilvy/Hogarth (WPP) **Jul. 2021 – Sep. 2022**

- Produced large-scale marketing collateral, including digital campaigns, social media content, and print materials.
- Prepared comprehensive digital and print assets for enterprise clients, continuously meeting strict deadlines without compromising design standards.
- Clients: Hyatt Corporation, James Hardie, Tyson Foods, John Frieda.

Integrated Graphic Designer | Ogilvy/Hogarth (WPP) **Mar. 2019 – Mar. 2020**

- Directed the complete creative design and production life cycle, from initial concept to the delivery of final print and digital assets.
- Designed extensive marketing collateral, including brochures, print ads, and sales flyers, maintaining brand integrity across all channels.
- Clients: Castrol Limited, British Petroleum, SC Johnson, Morton Salt.

Production Artist | Prodigious (Publicis) **Nov. 2018 – Mar. 2019**

- Executed high-volume print production for retail in-store materials, ensuring strict adherence to visual guidelines and print tolerances.
- Client: Aldi.

Graphic Designer | Razorfish Health (Publicis) **Dec. 2016 – Jul. 2018**

- Developed visual storytelling strategies for healthcare audiences, creating extensive patient guides, brochures, and presentation materials.
- Utilized 3D visualization and comprehensive layout skills to produce trade show booth graphics and marketing assets for pharmaceutical clients.
- Clients: Astellas Pharma Inc., NLS Pharmaceutics AG..

Senior Graphic Designer | Trisect, LLC. **Jan. 2011 – Sep. 2015**

- Executed extensive packaging design, label layouts, and retail point-of-sale displays for national consumer brands.
- Prepared complex files for print production, working closely with external vendors to guarantee precise color management and structural accuracy.
- Created high-quality 3D visual mock ups and packaging assets, performing advanced retouching and design blowouts.
- Clients: ConAgra, Kawasaki, Mike's Hard Lemonade, Wrigley, Kimberly-Clark.

Associate Art Director | AbelsonTaylor, Inc. **Jan. 1999 – May 2010**

- Led visual design initiatives for major healthcare and pharmaceutical brands, ensuring adherence to strict brand aesthetics and industry guidelines.
- Collaborated directly with cross-functional teams, including developers, retouchers, and fine artists, to generate concepts for video, print, and digital campaigns.
- Clients: Eli Lilly and Company, Amgen Inc., Biogen Idec Inc., Abbott Laboratories, Takeda Pharmaceuticals U.S.A., Inc., Ther-Rx Corporation., Astellas Pharma U.S. Inc..