

# STEVEN NATHAN ANDERSON

GRAPHIC DESIGN • PHOTOGRAPHY • ART/ILLUSTRATION • MARKETING • RESPECTED ADVENTURER

andersonidp@yahoo.com | 1.951.312.9183 | stevennathananderson.com | linkedIn.com/in/stevennathananderson

## EXPERIENCE

### GKN ADDITIVE (FORECAST 3D)

#### • MARKETING DESIGNER 2021-2023

Lead visual design strategy for GKN Additive and GKN Powder Metallurgy during Forecast 3D acquisition. Strategized with Executive Directors and key stakeholders to facilitate new brand identity, user experience, educational reference materials, and marketing collateral across all channels. Revamped photography, and video production as an in-house agency.

### FAIRWAY IMPORT-EXPORT INC.

#### EVS SPORTS, LIFT SAFETY, LIFT AVIATION, LIFT DEFENSE

#### • GRAPHIC DESIGNER 2020-2021

Lead development of brand collateral across the Fairway brands for multi-platform DTC/B2B marketing campaigns. Collaboration with product development for key packaging and distribution assets. Management of studio product photography, retouching, and asset management across all brands.

### YOUTHEORY (NUTRAWISE)

#### • GRAPHIC DESIGNER (INTERIM ART DIRECTOR) 2020-2020

Conceptualized product and campaign design for global brand marketing initiatives. Lead e-commerce DTC/B2B asset production, packaging and general brand collateral for US and International channels. Directed associate design team (1), and ensured production quality via press checks with outside vendors.

## ETHIKA

#### • SENIOR GRAPHIC DESIGNER 2019-2020

Owned global marketing campaign design for product launches and social media. Developed displays/ POP, and environmental art installations. Directed art for licensed collaborations with Fanatics, NBA, MLS, and others. Developed seasonal product design graphics and tech-packs for manufacturing. Responsible for creative briefs. Mentored a team of artists and designers (6).

## JENSON USA

#### • GRAPHIC DESIGN + USER EXPERIENCE (UX/UI) 2016-2019

#### • PHOTOGRAPHER + GRAPHIC DESIGN 2014-2016

Lead the development of assets to create a unified brand. Design for soft goods, global marketing campaigns, social media, blog content, and environmental design. Owned research and development of user experience, web design, and software implementation (in partnership with outside programmers). Directed photography/ videography studio including on-location, from pre-production through post-production and asset management.

- 3x Core Value Award "Together We Can Do Anything" Recipient (2015, 2016, 2018)

## CALIFORNIA BAPTIST UNIVERSITY

#### • ART DIRECTOR 2014

#### • SECTION DESIGNER/ PHOTOGRAPHER 2011-2014

Set the tone for publication design and photography. Directed the creative team (24) on the *Angelos* publication. Layout and design for *Pursuit* publication.

- 2014 ACP 3rd Place in Show, Vol. 63, Best Overall Design Vol. 62 & Best Design Vol. 61.

- 2013 ACP Best In Show Feature Magazine Vol. 4 Iss 1, Best Overall Design, Vol. 3 Iss 2.

## OTHER WORK

**DESIGN:** Highway Two, Yunika Boards, MW Company, Stark Productions

**PHOTOGRAPHY:** Giant Bicycles, Five Ten (Adidas), Mountain Bike Action

## EDUCATION

### CALIFORNIA BAPTIST UNIVERSITY

College of Architecture, Visual Arts & Design

Bachelor of Arts of Graphic Design & Digital Media, 2014

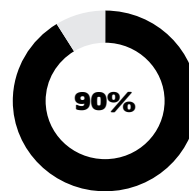
### PACIFIC SCHOOL OF RELIGION

Graduate Theological Union

Graduate Certificate (CSR), Sexuality & Religion, 2020

## SKILLS

(Not rated at 100% as there is always room to learn!)

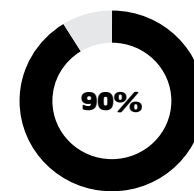


### GRAPHIC DESIGN

- Art Direction
- Visual Hierarchy
- Color Theory
- User Experience
- Branding
- Market Research
- Innovation
- Pre-Press

### SOFTWARE

- Adobe Illustrator
- Adobe AI (ipad)
- Adobe InDesign
- Adobe XD
- Figma
- HTML5/ CSS3

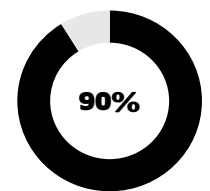


### PHOTOGRAPHY

- Studio/ On Location
- Photo Manipulation
- Retouching
- Asset Management
- Video Production
- Animation
- Lighting Systems
- Canon, Fujifilm

### SOFTWARE

- Adobe Photoshop
- Adobe PS (ipad)
- Adobe Lightroom
- Adobe Premiere Pro
- Adobe After Effects
- Adobe Bridge



### PROJECT MGMT

- Team Planning
- Roadmapping
- Delegation
- SoWs
- Coordination
- Budgeting
- Presentations
- Concepting

### SOFTWARE

- Jira
- Asana
- Wrike
- Monday.com
- Microsoft Teams
- Google Analytics

## TRADITIONAL ART SKILLS

**PAINTING:** Oil, Acrylic, Gouache, Watercolor, Ink, Spray

**ILLUSTRATION:** Pen, Pencil, Pastel

**CRAFTING:** Paper Cutting, Sewing, Woodworking, Welding

## OTHER SKILLS & DISPOSITIONS

- Friendly, outgoing and professional personality
- Ability to lead/follow and work as a team to achieve goals
- Creative disposition and out-of-the-box thinker
- Active listener and holistic strategic planner

## COOL FACTS

- Eagle Scout, Boy Scouts of America, 2010, Troop 90
- Been inside of the world's first experimental nuclear reactor
- MTB enthusiast and endurance gravel cycling racer
- Backpacked sections of the Pacific Crest Trail and Continental Divide Trail
- Unclassically trained guitarist

**THANK YOU FOR REVIEWING MY RESUME**