

Steven Poe

CREATIVE DIRECTOR | PROJECT MANAGER

steven@stevenpoe.com

Increasing contributions to my employer's profit margins while enjoying the process is my objective. Developing open learning systems, while collaborating within cross-functional creative teams in the roll of leadership with high levels of responsibility is my goal.

CAREER SUMMARY

Employers who engage me, as their employee, will increase productivity and their margins by employing a creative professional, who is passionate about building scalable open learning systems, while developing long term relationships among cross functional creative teams. This skill set comes from diverse work experience and educational background in technology, education, business, and high volume creative production. Past experiences as a creative director, production manager, university educator, corporate consultant, automotive photographer, and operations director have all cumulated in a personality of collaborative leadership dedicated to reaching your business objectives.

EXPERIENCE

SENIOR CREATIVE DIRECTOR

izmocars

San Francisco, USA

April 2005 - Present

- Interactive media creative director responsible for international outbound operations of studio business unit. Startup and operations responsibility for studios in Los Angeles and Brussels, Belgium. Delivered both under budget of \$1m.
- Developed cross-functional post-production teams in Bangalore, India for 70% reduced labor costs.
- Recruit, train and manage designers, animators, photographers and digital artists in USA, Belgium and India with 20% less staff compared to direct competitor with similar product.
- Provide sales support, which landed several \$100k contracts. Delivered on contracts of interactive media for advertising agencies Cambell Ewald, Young & Rubicam, Digitas, ADK America, Traffic, ATTIK and OEM's Lincoln, Pontiac, Mitsubishi.
- Delivered additional gross of \$75K in 15 months. Initiate and lead new business objectives of stock media licensing to increase ROI of studio content with business plan, IP rights management negotiations, and web development of low touch e-commerce driven distribution infrastructure.
- Research and vendor sourcing of alternative lighting sources that save \$50k per year in energy costs compared to conventional studio lighting sources.
- Negotiate international equipment sourcing, vendor selection, with a net savings of \$210K.
- Design and build scalable production workflows, which deliver revenue in excess of \$1m per year in content licensing, to major automotive portals, such as AOL, Yahoo!, and Auto USA.

PRODUCT MANAGER

Espresso Photo

Oakland, USA

March 2004 - March 2005

- Won RFP to research and deliver specialized consumer digital photography business and marketing plan
- Wrote distribution an affiliate business plan for digital photo kiosks in Internet cafes. Combined kiosk and printing consumables with sales of \$100k per year.
- Designed and developed website for e-commerce driven photo finishing service to compliment café kiosk business, which added 20% revenue increase of carry over photofinishing sales
- Improved cost analysis and vendor sourcing for instant digital prints, which yielded increase of .05 per print
- Negotiated vendor contracts for print fulfillment objectives

Steven Poe Photography

November 2000 – March 2005

- Initiated proposal, won, wrote curriculum, and taught digital photography courses for UC Berkeley. Sold out 4-5 classes per year for three years delivering in excess of \$10,000 per class in gross receipts.
- Stock photographer signed with Getty Images, other stock agencies, licensing content in excess of \$40k per year.
- Adobe Certified Instructor (since 2003), with a masters in Technology Education, delivering technology education courses and consulting services for UC Berkeley, Cisco, Bayer, Alza, and Lawrence Livermore N.L. in digital photography, color management, digital imaging workflow, Photoshop, Dreamweaver, and Flash.

PHOTOGRAPHER | DESIGNER

Freemont, USA

Model E Corporation

March 1999 – October 2000

- Produced photography and graphic design content for automobiles and corporate PR collateral
- Managed video production, graphic design, print production for corporate collateral and website
- Coordinated digital assets among cross functional departments
- Established and manage image asset content archive/database, and file naming conventions
- Standardized ICC profiles and color management workflow for design team
- Collaborated with IT and Engineers for all product releases

CONTRACT EXPERIENCE

Photography Manager | Gavelnet Inc. | 2000

- Manage photography production of 400 fine art pieces per month
- Hire and manage freelance talent globally to produce photo shoots on location with high-end art dealers
- Track and facilitate use of photography assets throughout company and affiliates
- Project manager for special event auctions between client and production
- Work with business development, creative, and technical staff to meet fast paced auction deadlines

Business Graphics Consultant | Saxxon & Associates | 2001-2002

- Contract designer and production artist for web, presentations, and print collateral
- Produce business proposals for organizational consultants
- Grant proposals and presentations in PowerPoint, Word, Excel, and HTML.
- Design of complex organizational projects into visual flow charts, graphs, and site maps

Design Center Coordinator | Price Waterhouse Coopers | 2001

- Managed graphic design projects for partners selling management consulting to fortune 500 companies
- Supervised staff of three designers plus contract employees
- Responsible for deliverables of digital imaging, retouching, color printing, PowerPoint, MS Word and Flash

EDUCATION

- Alliant International University, M.A. Technology Education
- University of California Berkeley, Course work in HTML, Flash, Web Dev.
- California Institute of Integral Studies – MBA, Course work in Sustainable Business Management
- Brooks Institute of Photography, B.A. Photography

SKILLS

- Photoshop (Certified), Illustrator, InDesign
- Digital asset management
- HTML, CSS, JavaScript
- Digital camera, scanner, capture interface
- Flash (animation and basic ActionScript)
- QTVR, Panoscan, HDRI, ImagePrep
- Panorama Flash Player/XML
- Mac OS & Windows
- MS Office
- FileMaker Pro
- Quick Books/Quicken
- PowerPoint & Keynote
- Acrobat
- FTP & Remote server management
- SEO Metrics and Analytics