



STEVEN HANDY

graphic design | marketing | branding | web design



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stevenhandydesign.com

ABOUT ME

Multidisciplinary Graphic Designer and advertising specialist offering a versatile skill-set; a balance between creative and practical qualities. Always flexible, diligent and seeking to obtain a career that utilizes my abilities.

EDUCATION

Western Carolina University
B.F.A Graphic Design
December 2017

PROFESSIONAL SKILLS

Logo Design
Branding
Social Media Graphics
Print & Digital Media
Illustration
Web Design
Event Stage Design

Design

Illustrator
Photoshop
Indesign
Lightroom
After Effects
Procreate

Web

HTML
CSS
SQL
Figma
Dreamweaver

WORK EXPERIENCE

Graphic Designer II

The Alliance | January 2021 - Current

- Manage the creative team, and lead all projects including front end web design, social media designs, event promotions, stage design, and print design projects.
- Maintain and enforce brand guidelines to ensure a consistent brand voice and organizational culture.
- Collaborate with each department within the corporation to ensure all expectations of project duties are achieved.
- Consult with agency owners to conceptualize and create their branding packages (logo, brand guide, websites, business materials, social media graphics, motion graphics, and marketing materials).

Graphic Designer I

The Alliance | March 2020 - January 2021

- Designed marketing material such as books, magazines, posters, signage, flyers, brochures, business cards, sales training cards, apparel, and decals.
- Developed original content for various communications platforms and channels, including social media, video, and the website
- Created stage layouts and large-scale props for company events.
- Executed multiple projects while adhering to firm deadlines and conducting quick turnaround times for projects.

Marketing Representative

The Alliance | October 2018 - March 2020

- Conducted virtual and in-person interviews to fill sales positions within our agency.
- Hired and trained sales agents across the country.
- Constructed strong connections across sales teams with daily communication.
- Formulated strategies with sales teams to help reach sales and income goals.

Design Internship

UNC Chapel Hill Hospital | June 2017 - August 2017

- Analyzed, redesigned, and maintained web pages on the UNC Otolaryngology website.
- Designed print materials including business cards, and nametags for staff events.
- Created internal and external marketing communications by designing digital and print campaigns that brought the brand to life.