



CREATIVE + INTERACTION DESIGN

Senior level design professional with over 15 years of success in conceptualizing and delivering brand identities, marketing communications and interactive user experiences that bring actionable results for clients. Expert multidisciplinary design skills include a balance of visual, technical and strategic analysis focused on user-centered design. Excellent communicator, comfortable presenting and working collaboratively with developers, executives and clients within an agile environment. Equally adept at managing projects and performing hands-on design amid challenging time lines and constraints.

SKILLS

Capabilities

Task flow analysis, wireframing, prototyping, usability research, information architecture, visual design, print design, writing/editing,

Software

Adobe Creative Suite (*Photoshop, Illustrator, Fireworks, InDesign, Dreamweaver, Flash*), Flash Catalyst, Expression Blend, Visio, Office, Axure.

Technology

HMTL/CSS, .NET/Ajax, XAML/WPF/Silverlight, Web 2.0 trends, eCommerce, CRM/data mining; Working knowledge of ColdFusion/ASP/PHP, SQL/database integration.

CAREER SUMMARY

User Experience Designer (11/08-Present)

LexisNexis | *Enterprise CRM Software + Online Applications*

10/00-present

Oak Brook, IL

- Facilitation of research/analysis using personas, scripted prototypes and user observation to measure usability success.
- Creation of prototypes (both static and highly interactive) for usability research and sales demonstrations.
- Information architecture using task flow analysis, wireframes and detailed UI specifications to document and convey the general structure of page contents, functionality and navigational taxonomies.
- Presentation of design deliverables, including brainstorming sessions, formal design reviews and agile collaboration with designers, development team, offshore/contractors and product stakeholders across multiple business units.
- Creation of consistent user experience and branding throughout a complex product suite, including various platforms (*Windows, Web and PIM clients*), feature sets and modules, as well as multiple personas across various industries and countries.
- Visual and graphic design, branding and creation of style guides; Coding/management of CSS (*.NET platform*) and XAML (*WPF/Silverlight platform*) using visual state manager, resource dictionaries, styles and control templates.

Creative Director (10/00-11/08, formerly Interface Software – acquired by LexisNexis 12/04)

- Directed creative and production of marketing/sales materials within LexisNexis Client Development global solutions line.
- Led creative strategy, conceptualization and brainstorms with in-house clients across multiple departments and global offices.
- Managed corporate and product brand development; Implemented new corporate identity system for InterAction business unit.
- Project management of design/production for NA & International corporate/product Web sites, extranets, micro sites and intranet.
- Enhanced user experience and brand standards of all InterAction products, as well as *martindale.com* and *lawyers.com* sites.
- Managed creative staff and budget, including Web designer, external ad agencies/contractors, printers and vendors.

Art Director

Mercantec, Inc. | *eCommerce Software*

4/99-10/00

Naperville, IL

- Created and managed all corporate identity and product brand standards.
- Worked closely with developers to improve user interface of *SoftCart* eCommerce product suite and other online services
- Headed redesign of corporate Web site and various extranet sites, including design and project management.
- Executed creative and production of all marketing communications and product marketing materials.
- Managed contractors and vendors, including external ad agencies.

Graphic Designer

Via Creative | *Marketing + Advertising Agency*

7/95-4/99

Northbrook, IL

- Designed logos, graphics, print and Web layouts, and handled prepress preparation of printed materials.
- Proactively spearheaded Web design and other multimedia projects, enhancing agency's service offerings.
- Accounts included Chicago White Sox, Baxter Health Care, Nestlé and MCL Companies' River East Development.

Design Consultant

J.Steffgen Consulting | *Creative, Interactive + Marketing Design Services*

Ongoing

Woodridge, IL

- Part-time consulting venture offering design services to SMB's and start-ups within the technology industry.
- Business development, account/project management, time/cost estimations and design/production.



EDUCATION

BFA, Design with Visual Communications Emphasis

Northern Illinois University, May 1995

AWARDS

2007 AAF Hermes/ADDY Award

Silver ADDY Consumer/Trade Publication,
LexisNexis National Ad Campaign

2006 Harvey Communication Award

Martindale-Hubbell National Ad Campaign

2003 Harvey Communication Award

InterAction National Ad Campaign

2008 PIA Premier Print Award

Certificate of Merit, RiverView Brochure

2003 ICPA Award for Excellence

Third Place, Full Page Ad

ONLINE PORTFOLIO

www.thesteffgens.com/jsteffgen

REFERRALS

"I have worked with Jeff for over 6 years and am still continually amazed at the work he performs for our company. He takes direction well and works magic with it to create his own concepts and ideas based on the overall goals of the program. He is always learning new ways to implement creative and innovative projects – and I can count on him to complete his deadlines in half the time that is typically necessary. I would recommend Jeff wholeheartedly."

Maia Tihista, VP Marketing

Former direct manager at LexisNexis

"Jeff has a brilliant creative mind that is balanced with a true understanding of marketing. He is genius at translating a creative vision, and turning it into actionable marketing campaigns. He manages his time, people and projects effectively, and always in a calm, professional manner. Jeff is truly one of the best colleagues I have ever worked with."

Tracey Blackburn, Marketing Manager

Former coworker/peer at LexisNexis

"I was lucky to be able to hire Jeff into the User Experience Design team on which he was a consummate team player and contributor. He is a talented software product designer with both artistic and technical capabilities. Jeff also mastered several new UI development tools and CSS, while delivering elegant behavioral and visual designs. The things I admire most about Jeff are his dedication, personality and people skills."

Ray Daley, Sr. Director, Global Product Development

Former direct manager at LexisNexis