



Steve Cowart

Art Director/
Designer

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- Issaquah, WA

About Me

I'm a life-long pursuer of smart creative, ah-ha design moments, and spot-on concept execution that disrupts my audience's attention. Design is not my job - it's my passion, my drive, and my life. I love brainstorming with other creative professionals, then bringing those concepts to life and blowing the client away.

I have 20+ years of professional experience driving creative materials from concept to delivery. I'm an expert at delivering punchy creative projects, cohesive attention-getting campaigns, and creative materials for global corporate initiatives.

Skills / Talents

- Art Direction
- Graphic Design
- Creative Team Mentor
- Concept Development
- High Quality Presentations
- Color Expert
- Interactive eBooks
- 3D Illustration/Mock-ups
- Adobe CC
- Photoshop Expert
- Resource Management
- Brand Policing

Education

- **AAS, Commercial Art/Design**
Metropolitan Technical College
- **Flash Applications Development Certificate**
University of Washington

Work Experience

Art Director / Sr. Designer

2013 - Present

Zones, LLC

Lead the art direction for most of Zones highly visible campaigns and corporate initiatives. Hands-on creative development of campaign identity, from concept to delivery. Effectively develop cross-functional relationships with marketing teams to develop strategy and consumer insights that drive compelling creative executions. Develop visual systems to be deployed across businesses globally and across all channels. Lead teams of designers and motion graphic artists, to create libraries of key-art assets. Own, develop, and evangelize brand personality and purpose, globally.

- Responsible for art direction and design for all high level campaigns, corporate initiatives, and advertising.
- Lead and mentor team of designers and freelance artists.
- Overhauled & up leveled Zones brand in 2016 and in use today.
- Design of logos and lock-ups for all new products and services.
- Lead the design of quarterly Zones Solutions magazine.
- Produce media kits which includes packages for partner yearly buy-in to help secure millions in revenue.
- Lead the design and execution of many Zones events, partner events, and trade shows.
- Drive the look and feel for websites, email, apps, social, collateral, and many other types of digital media for internal and external campaigns.

Creative Director

2001 - 2013

Cowart Design

Deliver creative services for my clients and responsible for branding, corporate initiatives, and creative deliverables. Established numerous corporate identity packages and was key contributor in a few new business launches. Worked with and managed photographers, designers, writers, and vendors, and ensured compliance with client's budget. Developed sales and corporate materials for other accounts following established styles and branding guidelines.

- Led design and development of marketing program initiatives for top tourism industry clients, including: Travcoa, Preferred Hotel Group, International Expeditions, A&K Space, InnerSea Discoveries, Global Voyages Group, Hurtigruten, and UnCruise Adventures.
- Established and monitored project flow, budget, purchasing, and vendor relations.
- Boosted visibility and client confidence through corporate rebranding initiatives.
- Other key clients include: 1218 App Team, Drafftcb, Catalyst Marketing, and Nimbus Interactive.

Creative Director

1996 - 2001

Glacier Bay Cruise Line

I was responsible for the direction and development of everything for brand look and feel and marketing materials. This included B2C and B2B and also the Travel Agency channel. I led the development of web sites, email, advertising, direct mail, collateral, and many other types of media for all company communications. Efforts also included marketing for the 64-room Lodge. Created materials for 4 sister companies tourism industry businesses.

Art Director

1995 - 1996

Ken Flynn Alaska

Worked as part of a creative team to strategize and design targeted marketing campaigns. Created print ads, collateral, direct mail, email blasts, and various digital media.

A few noteworthy clients include:

National Bank of Alaska, Pizza Hut, Inc., and Tesoro Alaska Petroleum.

Art Director

1991 - 1995

Aadland Marketing Group

Drove the creative for marketing campaigns that incorporated, both print and digital media. Developed and produced collateral and digital solutions for B2B & B2C clients.

Key accomplishments:

Managed the hiring of photographers, illustrators and other creative talent to meet client needs.

Volunteer Work

Contributor

2014 - 2017

Puget Sound American Marketing Association (PSAMA), Seattle Direct Marketing Association (SDMA)

Lead Designer of deliverables for major events. Items included: Program brochure, Web graphics, Email, landing pages, banner ads, flyers, social graphics, and logo design