

Steven Douglas Cowart
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Portfolio: CowartDesign.com
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PROFESSIONAL SUMMARY:

Creative and results-driven Creative Director, Senior Art Director/Designer with 15+ years of experience in delivering innovative visual campaigns that drive brand's success. Seeking to leverage my expertise in creative leadership, graphic design, and strategic storytelling to excel an organization's branding to the next level. I'm a lifelong pursuer of smart creative, ah-ha design moments, and spot-on creative execution that disrupts my audience's attention. Design is not my job - it's my passion and my life. I love brainstorming with other creative professionals, then bringing those concepts to life and blowing the client away.

Senior Manager of Creative and Design | Zones, LLC, Seattle, USA | April 2013 - June 2023

- Orchestrated Art Direction and design initiatives globally, providing vital support to IT services, software development, technology solutions, sales, HR, and various other departments. My contributions extended to teams in over 100 countries and across diverse communication channels.
- Spearheaded the creation of marketing collateral for key sectors, including Healthcare, Public Sector, and the Retail Industry.
- Directed a team comprising 6 designers, freelance artists, and copywriters, while overseeing external ad agencies. This leadership resulted in a remarkable 25% enhancement in project efficiency and an impressive 30% reduction in average turnaround time for partner campaigns.
- Pioneered the conceptualization and execution of an average of 25 visual campaigns each quarter. These campaigns consistently yielded a remarkable 33% increase in brand engagement and secured a 40% boost in Market Development Funds (MDF) from our partners.
- Fostered collaborative relationships with cross-functional teams, daily.
- Partnered and led the creative for campaigns and other marketing materials for top-tier technology companies, including Adobe, Apple, Cisco, Dell Technologies, HPE, HP Inc., Intel, Lenovo, Microsoft, and Oracle.

Creative Director/Owner | Cowart Design Group (CDG), Seattle, USA | October 2001 - April 2013

Top clients: Travcoa, Preferred Hotel Group, International Expeditions, AdventureSmith Explorations, A&K Space, InnerSea Discoveries, Global Voyages Group.

- Engaged in creative brainstorming, ideation, and visualization to generate fresh and imaginative concepts. Actively involved in hands-on design.
- Maintained a vigilant focus on ensuring project alignment with the organization's established brand identity and style guidelines.
- Methodically set project timelines, optimized resource allocation for on-time delivery, and supervised the creative processes for clients, spanning both print and digital media.
- Spearheaded the development of corporate identity packages and brand guidelines, taking the creative lead in launching new business ventures and products.
- Efficiently managed a team comprising photographers, designers, writers, and vendors, consistently achieving on-time and within-budget project delivery.

Creative Director | Glacier Bay Cruise Line & Voyager Cruise Line, Seattle, USA | September 1996 - October 2001

- Assumed a leadership role in guiding and shaping the creative aspects, overseeing the development of brand identity, visual aesthetics, and voice.
- Executed creative strategies across a broad spectrum, encompassing both B2C and B2B segments, with a particular focus on the Travel Agency channel.
- Drove the design and implementation of various digital and print deliverables, including websites, motion graphics, advertising campaigns, direct mail materials, collateral, and more.
- Successfully marketed the 64-room Lodge located in Glacier Bay National Park, enhancing its visibility and appeal.
- Pioneered the creative direction for five subsidiary companies within the tourism industry, ensuring consistency and excellence in their branding efforts.
- Skillfully managed a team of photographers, designers, copywriters, and vendors, consistently delivering projects within established timelines and budgets.

Art Director | Ken Flynn Alaska, Anchorage, USA | July 1995 – August 1996

- Collaborated with the creative team to generate ideas and develop visual concepts for marketing, ad campaigns, publications, sales support, and corporate initiatives.
- Developed and implemented creative concepts and visual styles.
- Ensured that visual elements aligned with the client's brand identities and corporate guidelines.
- Collaborated with clients, creative teams, and stakeholders to understand project requirements and objectives.
- Managed budgets, timelines, and resources to meet project deadlines.

A few noteworthy clients include; National Bank of Alaska, Pizza Hut, Inc., and Tesoro Alaska Petroleum.

Art Director | Aadland Marketing Group, Anchorage, USA | August 1991 – February 1995

- Developed and implemented creative concepts and ideas for various projects.
- Collaborated with clients, designers, and other team members to ensure the visual elements aligned with the overall vision.
- Providing artistic direction and guidance to the design team.
- Reviewing and approving designs, artwork, and layouts.
- Managing and coordinating multiple projects simultaneously, ensuring they are delivered on time and within budget.
- Presenting and pitching creative concepts to clients or stakeholders.

EDUCATION | AAS Degree | Metropolitan Community College | May 1998**SKILLS:**

- Art Direction
- Graphic Design
- Creative Team Mentor
- Concept Development
- High-Quality Interactive Presentations
- Color expert
- UX/UI
- Interactive eBooks
- 3D Illustration/Mock-ups
- Adobe Creative Suite
- Photoshop, Illustrator, InDesign Expert
- Microsoft Office/SharePoint
- HubSpot
- Creatopy
- Figma
- Resource Management
- Brand Creative Manager
- Budget Management
- Client Relations

CERTIFICATIONS:

- **Flash Application Development Certificate** | University of Washington | Jan-Sep 2010

VOLUNTEERING:

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

Art Director and lead Designer for major events. Items included program brochures, website design, motion graphics, email, landing pages, banner ads, flyers, social media, and logo design.