

STEPHAN TSOCHANDARIS

(chō • han • dare • iss)

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PROFICIENCIES

Mac & Windows operating systems

Adobe products (through CC):

Photoshop

Illustrator

InDesign

Acrobat

Other Design:

Sketch

Microsoft Office:

Excel

Word

PowerPoint

Coding:

HTML

CSS

EDUCATION

Tufts University & University College London

B.A., English; May, 1999 (*cum laude*)

Concentrations:

Creative Writing

Literary Analysis

Visual Arts

San Francisco State University

Certificate, Mobile UX/UI Design; January, 2016

INTERESTS

Furniture Design

Comic Books

Screen Printing

PRESENT |

9 / 2015 | 10 / 2015

3 / 2015 |

SKILLS

Graphic Design

10 years of digital and print design, strategy, and execution for hundreds of projects and dozens of clients.

Team Coordination

Experience driving and collaborating with teams of designers, marketers, developers, vendors, and media agencies.

Client Engagement

Skilled in diplomatically managing client expectations for high-value projects at the executive and project manager levels.

EXPERIENCE

R2C Group

Art Director (Contract)

Responsible for design strategy and campaign concepting, digital design, and execution for global brands and fast-paced start-ups.

Website Design Concepting, UX, wireframing, and graphic design of websites, microsites, and landing pages.

Social Media Engagement Campaign strategy, concepting, and graphic design.

Digital Ad Design Concepting, graphic and interaction design, and animation storyboarding for HTML5 and static banners at all sizes.

Email Design Wireframing and design of responsive templates and adaptation of existing templates for global brand communications.

Liquid Agency

Senior Designer (Contract)

Responsible for digital and physical design, concepting, design strategy, and execution for global and national brands.

Website Design Concepted, UX, wireframes, graphic design, and developer coordination for responsive websites and landing pages.

Brand Key Visuals Created comps for product campaign photography to be expanded across global markets, created client presentation decks, coordinated with photographers, and retouched images.

In-Store Displays Concepted and designed interactive and static in-store product displays.

Email Design Created responsive templates and designed within existing templates for B2C communications.

Quantcast

Designer (Contract)

Responsible for marketing design and execution, advancing Quantcast's data-driven advertising platform.

Environmental Graphics Designed and executed sales show displays.

NOTABLE CLIENTS

R2C Group

23andMe
Microsoft
Humana

Liquid Agency

Motorola
Playstation

Quantcast

Toyota
British Airways
Allstate

DesignKitchen

Wells Fargo
Sengled
Lenovo

One Man Gang

Notable Large Projects

One Rincon Hill
Jazz Pharmaceuticals
Symphony Towers
33 North
Soma Grand
5800 Third Street

Notable Smaller Projects

Rocket Fuel
Lofts at Hollywood & Vine
Fairmont Heritage Place
The Ellington
The Bond
Esprit Park
Uptown Place

12 / 2014

10 / 2014

5 / 2014

5 / 2014

8 / 2007

EXPERIENCE *continued*

Corporate Collateral Concepted, created, and updated selling guides, white papers, and data sheets for B2B and B2C.

Infographics & Iconography Designed infographics to enhance marketing materials. Designed and updated corporate iconography.

Social Media Engagement Created and maintained brand-focused imagery for social landing pages.

DesignKitchen

Senior Designer (Contract)

Responsible for digital and physical design, design strategy, and execution for national brands and emerging start-ups.

Design Strategy Collaborated on concept and messaging to reach market segments from high-net-worth and tech-sector professionals to families, young couples, and Millennials.

Corporate Collateral Designed logos for internal properties and new-business pitches.

Websites Updated content for existing site templates.

Email Marketing Developed, designed, coded, and implemented DesignKitchen's responsive, client-facing email newsletter template. Designed templates for new business pitches.

Direct Mailers Designed direct-to-consumer (DTC) inserts to accompany credit card mailers.

Infographics Concepted and executed infographics and data visualizations for Wells Fargo (B2C) and Lenovo (B2B).

Social Media Engagement Created sponsored-post and interactive advertisements for Facebook and Twitter.

Banner Ads Designed banner ads for integrated digital campaigns, including leaderboards, push-downs, pop-unders, and sidebars.

One Man Gang

Designer/Sole Proprietor

Managed multiple concurrent design projects, coordinating client-side marketing, sales, design, and development staff, as well as vendors, and freelancers, while managing executive-level client relationships from proposal through delivery.

Corporate Collateral Designed and upgraded corporate identity packages, including logos, brochures, signage, and business cards.

Websites Created wireframes, mock-ups, templates, and finished artwork for responsive and fixed-width sites. Created new sites, redesigned sites, and updated existing websites.

Email Marketing Content Developed and designed HTML content for 3-4 weekly emails reaching 300-4,000 contacts via MailChimp, Constant Contact, Vertical Response, and Marketo. Created responsive templates to better target mobile devices.

Direct Mailers & Flyers Designed dozens of DTC postcards, letters, and giveaways placed at local businesses, grand-openings, and open houses.

Signage Crafted countless signs, billboards, "bootlegs," windsails, and sales displays ranging in size from 14"x20" to 75"x30'.