

# STEPHAN TSOCHANDARIS

(chō • han • dare • iss)

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## PROFICIENCIES

Mac & Windows operating systems

Adobe products (through CC):

Photoshop  
Illustrator  
InDesign  
Acrobat

Microsoft/Google:

Word/Docs  
Excel/Sheets  
PowerPoint/Slides

## EDUCATION

Tufts University & University College London

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

Concentrations:

Visual Arts  
Literary Analysis  
Creative Writing

San Francisco State University

Certificate: Mobile UX/UI Design; December, 2015

## INTERESTS

Furniture Design  
Comic Books  
Screen Printing

## 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

### Insightly

#### Senior Art Director

Responsible for brand development; website design, maintenance, and evolution; design and campaign strategy; sales collateral; and environmental graphics for a fast-growing Customer Relationship Management (CRM) software company.

**Brand Building** Performed a full brand audit, repositioning the company from a small-business focus to a more sophisticated mid-market and enterprise clientele. Updated typography, color palette, iconography, graphical elements, photographic styles, and illustrative styles. Maintained brand standards across mediums. Continued to evolve the brand in response to growth, product launches/updates, and market trends.

**Website Design** Redesigned and redeveloped the website for greater conversion, speed, and impact. Worked closely with a spectacular front-end developer to create responsive, modular systems for faster deployment and easier testing.

**Sales Assets** Redesigned the Sales Team's pitch template for brand alignment and to transition from a single product, feature-centric approach to tell a multi-product, platform story.

**Email Design** Fully redesigned all email engagement for the company in our own Marketing Automation product. Created master templates and final designs for dozens of engagement, nurture, and upsell campaigns.

**Event Design** Planned and executed visual assets for company sales events, including environmental graphics, video animations, and shwag.

### R2C Group

#### Art Director

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, ecommerce sites, microsites, and landing pages.

7/2021

10/2017 | 11/2017

## NOTABLE CLIENTS

### R2C Group

Schick  
23andMe  
Microsoft

### Liquid Agency

PayPal  
Motorola  
HP + Aruba  
Onset Ventures

### DesignKitchen

Wells Fargo  
Sengled  
Lenovo

### One Man Gang

*Notable Large Projects*  
One Rincon Hill  
Jazz Pharmaceuticals  
Symphony Towers  
Soma Grand

### *Notable Smaller Projects*

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

10/2015  
9/2015

3/2015  
3/2015

12/2014  
10/2014

## EXPERIENCE *continued*

**Photoshoots** Created shot lists, sourced photographers, art directed shoots, managed photo retouching, and retouched images.

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

**Digital Ad Design** Concepting, copywriting, 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

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

**Website Design** Concepting, 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, art directed photoshoots, managed retouching and retouched images, and created client presentation decks.

**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

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

**Environmental Graphics** Designed and executed sales show displays.

**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

*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.

## REFERENCES

**Tony Kavanagh**  
CMO at TransferMate Global Payments  
tony.kavanagh08@gmail.com  
*former CMO and supervisor at Insightly*

**Joe Marciniak**  
Creative Director at Insightly  
joem@insightly.com  
*supervisor at Insightly and R2C Group*

**Mark Yesayian**  
CDO at Rain (formerly R2C Group)  
mark.yesayian@rainforgrowth.com  
*supervisor at R2C group*

**Kat Sakata**  
Sr. Art Director at Rain  
kat.sakata@rainforgrowth.com  
*co-worker at R2C group*

5/2014

8/2007

1/2003

## EXPERIENCE *continued*

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

**Infographics** Conceived 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-uppers, 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'.

### Pacific Marketing Associates, Inc. Designer/Marketing Coordinator/Media Buyer

*Fulfilled multiple roles as designer, marketing coordinator, and project manager for this marketing and sales firm specializing in real estate development clients. Collaborated with client-side Chairmen, Presidents, VPs, and Board Members, as well as salespeople and third-party vendors.*

**Marketing & Design Strategy** Mapped out print and digital marketing programs for residential high-rises and mixed-use complexes in Northern and Southern California, with real estate investments of up to \$300M per project.

**Email Marketing** Designed, wrote copy for, and coded HTML email blasts, including A/B testing on subject lines, link placement, and copy.

**Strategic Messaging** Drafted positioning statements and developing messaging platforms to invoke a response from urban and suburban markets.

**Media Programs** Developed, implemented, and managed new media plans, including media buying, affiliate partnering, and trend analysis.

**Print Collateral** Coordinated creation (and personally designed) stationery suites, displays, direct mailers, and signage for 50+ clients.