

**STEVE TANSLEY**

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## **PROFILE**

I am a dynamic and creative professional. My ideas and my work have put many projects over the top in originality and quality. I love what I do and this passion translates into quantifiable energy. I am a leader who brings wisdom and versatility to every project while striving to learn from every experience. I am a dedicated and principled person whose artistic talent is matched only by my love for my craft. I have been an illustrator and designer for more than 10 years and regularly give back by teaching it to aspiring students and artists alike.

## **EXPERIENCE**

### **DESIGNER, ILLUSTRATOR, OWNER: BLUEPENCIL ULTD., SCOTTSDALE, AZ**

#### **1999-PRESENT**

My graphic designs breathe life into each brand with a unique blend of illustration and typography. I specialize in identities that are illustrative, compelling and permanent. My children's book illustrations ignite and inspire the imagination. My cartoons are lively and whimsical. My storyboards quickly convey the shot and message with drama and flair. The interactive brands I develop online bring traffic and praise. My achievements maintain a growing following online.

### **SENIOR DESIGNER, ILLUSTRATOR, BULBSTORM, PHOENIX, AZ -2009-2010**

As Senior Designer for Social Media Facebook Campaigns my chief responsibilities included conceiving and designing challenge oriented marketing contests for Facebook. Also, interactive product design and development, iPhone application design and illustration. I was instrumental in creating Bulbstorm's first Facebook contest application called "Idea Challenges" which has been featured in "Inside Facebook" and "Nascar.com". From concept to final design, I was responsible for creating the art and design for all aspects of additional select campaigns. I assisted in shoring up Bulbstorm's brand identity through their interactive site and Facebook marketing presence. I was responsible in ensuring brand consistency with the introduction of new products to the brand.

## **GRAPHIC DESIGN MANAGER, SR. GRAPHIC DESIGNER, ILLUSTRATOR: STUDIO PRODUCTIONS, TEMPE, AZ - 2004-2009**

My illustrations and designs have inspired three children's books. Each book was then transformed into fully functional children's play environments for commercial and retail spaces. These spaces can be found at architecturekids.com, Studio Production's sister company. My ability to design helped to capture new business in commercial, retail and health care environments, including, Build-A-Bear, Ridemakerz, Diamond Children's Hospital, Toyota and Scion. I directed the graphic design department in its production, purchasing, and development. I completed projects on time and under budget and regularly exceeded the client's expectations.

## **SR. INTERACTIVE DESIGNER: RHINO INTERNET, TEMPE, AZ — 1999-2004**

As Senior Designer I mentored junior designers with enthusiasm and passion. I achieved notable success with many of my designs. I was credited with two Prisma awards for excellence in web design, and was recognized by the Arizona Opera and Virginia G. Piper and Associates as winner of the Phoenix Addy and Summit Creative Award. I was also chosen winner of the 2003 "Clarion Award" for designing the best website for a non-profit agency. My talents lie in listening to the client's concerns. I create strong and lasting client relationships.

**GRAPHIC DESIGNER: DISCOVER FINANCIAL SERVICES — 1987-1997** Within a year I created more than 10 paintings for a local marketing campaign, which led to the genesis of a graphic design department that serviced more than 3,000 employees. I designed graphic business systems that stimulated creativity and productivity in all departments. This resulted in achieving the highest honor Discover Card can bestow: the Pinnacle of Excellence award for outstanding graphic design.

## **EDUCATION**

Arizona State University — Bachelor of Arts, Studio Art, cum laude

## **SKILLS**

My skills are highly sought after as they combine the discipline of electronic media, Adobe Creative Suite and talent of drawing by hand. This, coupled with my knowledge of typography, makes me a triple threat. I have full knowledge of transitional HTML and CSS. I have extensive experience with large format printing and its material applications.

## **GROUPS AND ASSOCIATIONS**

AIGA - Arizona Chapter

SCBWI - Society for Children's Book Writers and Illustrators

VVWCA - Vintage Volkswagen Club of America

## **REFERRALS**

Bart Stiener, Principle, Bulbstorm LLC. [bart@bulbstorm.com](mailto:bart@bulbstorm.com)

Dwight Knowlton, Sr. Designer, Bulbstorm LLC. [dwight@bulbstorm.com](mailto:dwight@bulbstorm.com)

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Online PORTFOLIOS can be viewed at:

<http://www.bluepencilu.com>

Print PORTFOLIOS available upon request.