



STEPHEN J. TANSLEY

6923 E. Earll Dr.
Scottsdale, AZ 85251

T 480.675.0893

C 480.818.2241

tansley@bluepencilu.com

<http://www.bluepencilu.com>

[linkedin: Steve Tansley](#)

[twitter: stevejtansley](#)

PROFILE

I am described as a dynamic and creative professional whose ideas and work have put many projects over the top in originality and authentic quality. I love what I do and this passion translates into a real quantifiable energy that strengthens my team. My peers have said, "He is an unparalleled leader who brings wisdom and versatility to every project while striving to learn from every experience." "His talent and creative insight are undeniable." "He is a dedicated and principled man whose unlimited artistic talent is matched only by his love for his craft."

As an energizing force, my creativity inspires everyone around me. For more than 15 years my work has been in demand and I regularly give it back by teaching aspiring art students.

EXPERIENCE

DIRECTOR, 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 brand identities that are illustrative, compelling and permanent. My children's book illustrations ignite and inspire the imagination. My cartoons are lively, and whimsical. The brands I create online bring traffic and praise. My talents are regularly called upon and are highly recommended. I have an ongoing and growing readership with my cartoons, illustrations and graphic design.

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

Through my illustrations, 3 unique children's books were created that helped launch a national brand; architecturekids.com, Studio Production's sister company. Each book was then transformed into fully functional, amazing, children's play environments for commercial and retail spaces. My ability to illustrate and design helped to capture new business in the commercial, retail and health care markets. Some top brands to mention are Toyota, Scion Build-A-Bear, Ridemakerz, Diamond Children's Hospital, and Westcor. While I managed the graphic design department in production, purchasing, and product development I also directed graphic design and illustration projects. I created the online initiative for Scion that was enthusiastically adopted by Toyota. Projects were completed on time and under budget and regularly exceed the client's expectations.

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

I fervently mentored the junior designers while achieving notable success with several of my projects. I was credited with two Prisma awards for excellence in web design for Arizona Opera and Virginia G. Piper and Associates. In addition, I won both the Phoenix Addy and Summit Creative Awards. And again, I was the winner of the "Clarion Award" for best website of a non-profit agency. I excelled at listening to the client's business expectations and delivered designs that were received enthusiastically. In this time I built strong client relationships of lasting value that still remain today.

GRAPHIC DESIGNER: DISCOVER FINANCIAL SERVICES — 1987-1997

Within a year I created over 10 paintings for a local marketing campaign which lead to the genesis of a stand alone graphics department that serviced 3000+ employees. I continually designed large format graphic systems that stimulated creativity and productivity in all the supporting 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, 1997, cum laude

SKILLS

My skills are highly sought after as they combine the mastery of the Adobe Creative Suite and the talent of being an artist. This coupled with my knowledge of typography makes me a triple-threat. I am fluent in transitional html and css. I have extensive experience with environmental design and large format printing . I am a natural born leader and mentor with a track record of personal excellence.

GROUPS AND ASSOCIATIONS

AIGA - Arizona Chapter
VWCA

REFERRALS

Aaron Smittipong, Chief Creative Officer, Rhino Internet. aarons@rhinointernet.com

Cory Skaaren, Publisher / Creative Director, Kono Magazine. corey@konomag.com

Bill Goodykoontz, Chief Film Critic, Gannett News Services. billgoody@gmail.com

Aaron Cain, Art Director, i-ology. aaron.m.cain@gmail.com

Michael Clark, Collections Manager, JP Morgan Chase. michael.j.clark@jpmchase.com

Chris O'Brien, Experience Designer, Adminitaff. chris_obrien@administaff.com

ONLINE PORTFOLIO CAN BE VIEWED AT:

<http://www.bluepencilu.com>

PRINT PORTFOLIO AVAILABLE UPON REQUEST.