

STEVE MORTENSEN

3858 Hancock Drive Santa Clara CA 95051

Tel 408 802 8424 steve@stevemortensen.com *portfolio: www.stevemortensen.com*

SUMMARY

Steve brings a fresh approach to design for technology and web companies, softening the sometimes sterile nature of the high-tech world through the influences of his early work in the retail and hospitality sectors. He was mentored by well-known designer Mauricio Arias and has comfortably managed designers, art directors, photographers, vendors, contractors and printers over his 16-year career. With excellent studio and typography abilities, as well as skills in multimedia development, Steve strives for a balance of strong conceptual thinking and solid execution of design fundamentals. His experience encompasses print, web, UED, environmental, packaging and promotional design with a specialty in corporate identity and branding.

EXPERIENCE

Affymetrix, creative director, 3/09-present

- Manage brand identity for publicly traded company with market cap of over \$300 million
- Conceptualized and developed six major product advertising campaigns in 2009-2011
- Designed collateral, print and Flash ads for all six campaigns
- Art directed photoshoots, managed freelancers, supervised printing and adhered to strict deadlines
- Designed trade show graphics and eco-friendly packaging; redesigned corporate collateral

Gaia Online, senior designer, 6/08-12/08

- Created the web site design for Gaia's 2008 launch of massively multiplayer online game, zOMG!
- Designed promo banners, landing pages and splash screens that influenced the sale of virtual goods
- Worked under tight deadlines and in teams across a variety of groups (branding, UI, sales, marketing)

Micurio.com, creative director/founder, 11/06-6/08

- Conceptualized and designed the Micurio online community for sharing collectibles, drawing from personal experience as a collector and background in branding
- Directed CTO and Director of Marketing to create the features and functions of the site
- Raised \$100,000 in seed funding and developed relationships with Sequoia Capital, First Round Capital and Foundation Capital; five venture capital firms were interested in the progress of Micurio
- Secured relationship with prominent venture capital law firm Gunderson-Dettmer, who provided all legal counsel and documentation on spec
- Acted as Founder, CEO and CFO by managing all aspects of the company of four employees
- Gained first-hand knowledge of the technology, marketing and networking resources available for Web 2.0 companies by participating in conferences and thought leadership groups

Steve Mortensen Design, 11/01-11/06

- Designed the identity and web site for Entrisphere, changing their start-up image to that of a more established telecom company, which facilitated their sale to Ericsson
- Created Rasvia Systems' corporate identity and web site, helping them launch the company and secure a second round of funding
- Founded and managed a side business, Colossus Comics, Inc., which reached a peak of \$250,000/year in gross revenue and had five employees

- Colossus Comics developed a revolutionary subscription service for collectors of high-grade modern comics and positioned Steve as an expert in this niche; elected to the *Overstreet Comic Book Price Guide* global advisory board and chosen as a monthly columnist for *Comics Buyer's Guide*
- Designed the book *Great Women of Film* featuring photographs and interviews of notable women in front of and behind the camera; the book was a part of a traveling exhibition sponsored by the Academy of Motion Picture Arts & Sciences and featured Jodi Foster, Joan Allen and Susan Sarandon
- Worked with numerous clients including Siebel, Cisco, San Francisco Film Arts Foundation and the Women's Film and Art Foundation

Apple Computer, senior designer, graphic design group, 4/01-10/01

- Designed environmental graphics and packaging that were approved directly by Steve Jobs for use in the launch of the first Apple Stores
- Developed concepts and created collateral and trade show graphics for the successful 2001 Mac-to-School campaign
- Designed brand materials for the first generation iPod

marchFIRST (formerly USWeb/CKS), art director, branding group, 8/99-4/01

- Created identities, promotions, web designs and packaging for clients such as Visa, Financial Engines, e/Madison, Grupo Televisa, Novell, Mars Music, JC Penney, Applied Materials and Encyclopedia Britannica online
- Was influential to the development of the new Alta Visa brand identity, launched in 2000
- Designed the identity and co-led the design of the web site for Work.com, a joint venture between excite@home and Dow Jones

Arias Associates, senior designer, 6/95-8/99

- Worked under Mauricio Arias on the redesign of the look-and-feel of Pottery Barn, which won the firm San Francisco Ad Club's 1997 Agency of the Year award
- Served as art director for projects such as the Pottery Barn Gift Registry, the Disney Gift Catalog, the 1997 Quantum annual report, Rancho Bernardo Inn collateral and signage for Four Seasons Sharm el-Sheik
- Created a 30-page brochure announcing the \$50 million renovation of the San Francisco Westin St. Francis Hotel; the piece was featured in several top design publications including *Graphis Brochure*
- Managed a team of three designers as well as everyday client relations

EDUCATION

Bachelor's degree in applied art & design, 1995, Cal Poly State University, San Luis Obispo

RECOGNITION

American Corporate Identity 14 • *Graphis* • *How International Design Annual* • *Print* • San Francisco Show 12 • Western Art Directors' Annual Shows: 32nd, 33rd, 36th • *Genome Technology's* Readers' Choice Award for Best Print Ad, 2011

PROGRAMS

Adobe CS5 (PC & Mac) - Photoshop, Illustrator, InDesign (& Quark), Flash
Experienced working closely with web developers in HTML, Java and Flash