

# Stephen Erwin

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## **An award-winning product designer & team leader driven to make great user experiences.**

Bridges the communication gaps between designers, engineers, managers, vendors, and customers.

Seeking to bring a broad set of skills and experience to help creative teams and the customers they serve.

## RELEVANT SKILLS

Leading Cross-functional Teams  
Strategic & Creative Problem Solving

Visual Communication  
Driven to Create

Figma / Adobe Creative Suite  
HTML / CSS / Sass

## EXPERIENCE

### **Lead Web Designer / Web Marketing Manager** — Onondaga Community College — 2005-present

#### *Key Responsibilities:*

team lead	process improvement	user experience testing
visual design	branding & visual design	wireframing & prototyping
strategic planning & analysis	content strategy	front-end development
information architecture	content management	customer / vendor relations

#### *Major Achievements:*

- led the strategy, visual design, and development of several large-scale websites & applications
- developed a design systems toolkit to support global visuals across a family of websites
- devised a coding strategy to minimize development costs and overhead
- advised several divisions of the College in business process & UX improvement strategies
- redesigned the College logo, evolving the brand to fit with an evolving marketing strategy

#### *Awards:*

##### *SUNY Council for Advancement*

- Best Overall Website
- Best News Website
- Judge's Citation for Recruitment Website
- Judge's Citation for Visual Design in Print

##### *National Council for Marketing & Public Relations*

- Excellence in Print Design

##### *Onondaga Community College*

- Trustee Recognition Award

### **Lead Designer** — Blue Willow Designs — 2000-2004

- managed business, marketing, and customer service efforts
- directed, designed, and developed all creative media

### **Web Assistant, Publicity Manager, Graphic Designer** — SUNY Geneseo — 1999-2002

- designed, developed, and maintained multiple department websites
- trained and supported the campus in web design concepts and tools
- designed, produced, and distributed publicity for art, music, dance & theater events

### **Web Intern** — SUNY Upstate Medical University — 2000

- assisted in a complete website overhaul for the University and 5 colleges
- trained staff in CSS

## EDUCATION

### **Bachelor of Arts - magna cum laude** — SUNY Geneseo — 2002

- Graphic Design, Studio Art, Art History, Geography