

RESUME | STEVE CANTU

OBJECTIVE> To utilize all of my graphic design, web, user interface, photography, marketing and creative direction skills at a professional level to benefit your company.

EXPERIENCE> December 2012 - PRSNT <**SENIOR GRAPHIC & WEB DESIGNER/MARKETING**>
iBUYPOWER Computers | City of Industry, CA [ibuypower.com]

Initiate new product photoshoots, themed core site sales landing page designs, product style guides, monthly magazine print ad spreads, retail in-store POP displays, endcaps, online banner ads, weekly eblasts, assisting in video production and core website assets management.

Redesigned and help implement the core website to a modern standard. Sales from core site have steadily increased 20% year over year since.

Refreshed and coded a 100% responsive eblast template. Open rates and conversions increased 3x since implementation.

Manage fellow graphic designers and assign tasks according to their strengths and current load.

Assisted esports manager in quickly growing our brand presence in League of Legends, CS:GO, Hearthstone and Starcraft 2 Pro Gaming scenes as well as top 10 Twitch Streamers.

Collaborate on mockup designs and feedback of new products for Product Design team including the iBP Snowblind, Element, Slate, SBX Steam Machine and Revolt 2 Gaming cases.

Maintained core site to be compliant with 3rd party co-promotional activities from Intel, AMD, Microsoft and Nvidia. Assist in submitting assets to claim from activities.

Develop and pitch unique projects ranging from casual video games to unique campaigns.

Collaborate with overseas web team in Taiwan via Skype chat/video.

October 2010 - December 2012 <**CREATIVE DIRECTOR**>
AR & Co PR & Marketing | Paso Robles, CA [arandcompany.com]

Responsible for all print and web design creative, from concept to implementation. Media types include print ads, out of home media, websites, email marketing and social media.

Assisted in securing the biggest client in agency's history.

Worked efficiently while balancing one on one attention with clients.

Official **job title changed** to Creative Director after 1 year of employment.

April 2009 - November 2009 <**QUALITY ASSURANCE TESTER**>
Pandemic Studios | Westwood, CA [pandemicstudios.com]

Wrote over 1200 issues from the video game "The Saboteur" which included thorough research of the issue found, steps to reproduce, media attachments (screenshots, videos) and recommendations on how to fix.

Utilized UI experience to offer suggestions regarding the UI of the game to better match the art direction of the game. Changes were implemented and also commented on positively in game reviews.

Attended meetings with the design team to discuss the current state of the game as well as how to improve upon various aspects of it.

January 2008 - November 2008 <**UI ARTIST & PRODUCTION TESTER**>
Treyarch | Santa Monica, CA [treyarch.com]

Member of Treyarch's first UI team to utilize Flash animations to Scaleform.

Created the XBOX 360 and PS3 achievement icons, weapon state HUD icons, various icons throughout the UI, shell and front end various work, credits, legal screen and general bug fixes.

Designed the Bond development team t-shirt. Each team member's first initial and last name was stenciled on the back of each of their individual shirts.

Promoted to a UI Artist after 6 months of employment as Production Tester.

As a production tester I worked with the team to quickly and efficiently complete the Daily Status and Iteration reports while submitting over 1000 high quality bugs into Dev Track.

February 2007 - December 2007 <**QUALITY ASSURANCE TESTER**>
Electronic Arts LA | Playa Vista, CA [ea.com]

Documented high quality issues with thorough research of the issues found, precisely explaining the steps to reproduce, created media attachments (screenshots, videos), wrote out recommendations on how to fix and verified the issues when claimed fixed.

After 3 months of employment, was **promoted** to an Embedded QA Tester to work closely with the developers to help reproduce bugs on their machine and performed daily Smoke Tests.

January 2004 - October 2006 <**GRAPHIC DESIGNER/PRODUCTION MANAGER**>
Posterscope USA | City of Industry, CA [posterscopeusa.com]

Developed original and redesigned existing client's ad campaign artwork to reflect various outdoor media formats. Clients include but not limited to: Coca-Cola Full Throttle, adidas, Outback Steakhouse, KB Home and Dunkin Donuts.

After one year of employment, was **promoted** and had added responsibilities as the Production Manager of numerous multimillion dollar ad campaigns. Duties included scheduling, price negotiation, press checks, logistics and being a liaison between the client and printers/vendors.

Created realistic mock-ups of out-of-home media, exciting PowerPoint presentations and binded materials for new business presentations. Duties also included developing marketing tools such as photo flip books, flash movies, one-sheet handouts, custom presentation binders and custom branded promo items.

EDUCATION>

2000-2002
CSU Fresno | Fresno, CA
B.A. Graphic Design

1997-1999
Cuesta College | San Luis Obispo, CA
AA degree

SOFTWARE>

Photoshop, Illustrator, Indesign, Dreamweaver, Flash, After Effects, Maya, HTML5, CSS, Javascript, MS Office, Perforce, DevTrack, RPG Maker MV+ More

REFERENCES>

Tuan Nguyen - 510.358.5821
Editor in Chief, Maximum PC - Future US

Robert Teller - 626.716.1537
Manager, Sales & Marketing - Asetek

Michael Hoang - 314.269.7658
Marketing Manager - iBUYPOWER

Ricky Lee - 347.974.2598
Global Marketing Manager, Gaming - Logitech

Derrick Troung - 408.427.7232
VP of Operations - Team SoloMid

Angela Robinson - 805.239.4443
Owner - AR & Co PR & Marketing

WEB LINKS>

Portfolio Website:
<http://www.cantudesigns.net>

LinkedIn Account:
<http://www.linkedin.com/in/stevecantu>