

# STEVE WOJCIK

## INTERACTIVE DESIGNER, DIRECTOR

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## PROFILE

Strategic, observant, analytical, and perceptive about consumer online behavior. Understands and funnels online data into actionable insights that inspire both clients, account, creative, media and technology teams.

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## EXPERIENCE

### Chrysler

Interactive Designer

- Directed the creative and technical design and production of over 25 high-end user-centric digital initiatives.
  - Coordinated all production aspects of automotive sales and service technical training videos.
  - Exercised expertise in the areas of instructional design, interface usability, process improvement, production management and quality control.
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### Detroit Media Partnership

Digital Design Supervisor

- Administrated the digital presentation staff with regard to workflow, development, scheduling and coaching.
  - Served as point person for technical questions relating to digital ads.
  - Worked as liaison with the Digital Development and Digital Sales departments while ensuring design plan is consistent with established schedules and required deadlines.
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### BBDO

Interactive Art Director

- Created interactive e-learning courses from concept to completion.
  - Developed compelling graphic and motion elements and created interface layouts for integration into rich internet applications.
  - Merged shell interface, look/motion design documents and script into storyboards and liveguides to ensure courses have cohesive design.
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### Campbell-Ewald

Art Director

- Used expertise to manipulate all multimedia asset types (text, graphic, audio, video, animation).
  - Kept abreast of current interactive technologies, development trends, products and best practices to ensure that projects used the most up-to-date tools and methodologies.
  - Created work in a highly collaborative environment with designers, creative directors, writers, programmers and project managers.
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## EDUCATION

### Wayne State University

Bachelor of Fine Arts

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