

# STEVEN CONTRERAS

CREATIVE DIRECTOR | GRAPHIC AND VISUAL DESIGNER

## qualifications

Extensive graphic and visual design background with over 13 years experience in a creative director or art director role within an in-house creative team or marketing department; the last five years in the Medical Device/Digital Health space. A hands-on design leader with experience sourcing, mentoring and managing designers, web developers, photographers, and other talent. Self-driven, strategic and passionate about developing and designing new brands, as well as extending and evolving those brands across a broad range of digital and print communications.

## experience

### iRHYTHM TECHNOLOGIES | Creative Director 2016–2020

Rebranded a leading digital health care company including all its products and services; developed visual brand guidelines that documented all design elements for internal and external creative brand output. Applied new visual brand across all marketing communications—digital, print, video and social—as well as all clinical marketing and product packaging; resulting in more visually consistent marketing materials that distinguished and strengthened the brand in a highly competitive market.

- Collaborated with Sr. Director of Marketing and Product Managers in the development and execution of all marketing and sales communications; worked with cross-functional teams to design marketing collateral, packaging, web-portals and exhibits for multiple campaigns, product launches and national conferences
- Co-created and managed both a digital and print distribution portal that allowed sales staff to easily download, email, pitch, order and ship marketing and sales collateral that helped generate leads and business
- Managed large-scale projects from creative brief through production; high-level design sensibility stretching across all marketing platforms (print, web, exhibits, video and social)

### TRIVASCULAR/ENDOLOGIX | Sr. Graphic Designer, Global Marketing 2014–2016

Developed, designed and implemented marketing collateral in support of global marketing communications strategy, including: brand identity, advertising, product launches, promotions, events, and clinical marketing

- Led medical device company through brand refresh and responsive website redesign, resulting in stronger brand recognition; maintained and updated new CMS website

### CONTRERASDESIGN | Owner & Principal Designer 2012–2014

Freelance Art Director and Visual Designer providing strategic brand, web, and visual design consulting for businesses, startups, and non-profit organizations

- Clients include: CLIMB Real Estate, Zamboni, California Teachers Association, Wells Fargo, Taulia (SaaS startup), Crushed Wine App, Inman News, EdSurge (EdTech startup)

### INMAN NEWS | Creative Director 2006–2012

Collaborated with Chief Marketing Officer in conceptualizing creative that advanced the company's business, sales, marketing, and branding objectives; oversaw design and production of all digital and print collateral and ensured brand standards were met

- Managed, monitored and mentored the creative work produced by internal & external creative teams; helped designers and web developers produce superior creative work that met business objectives, brand standards and usability best practices

### SF CONSERVATORY OF MUSIC | Sr. Design Manager 2004–2006

### MEDIALIVE INTERNATIONAL | Graphic Designer 2003–2004

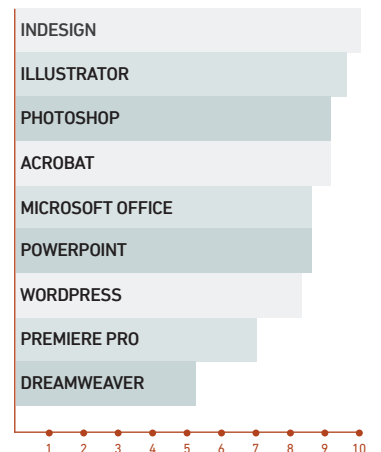
### JPMORGAN CHASE & CO | Production Supervisor 1999–2002

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**twitter** @contreras

## specialties



## software expertise



## education

U.C. Berkeley Extension, San Francisco  
*Certificate with distinction  
in Graphic Design*  
California State University, Long Beach  
*Fine Art and Photography*