STEVE BEENY

Creative Professional

Portfolio





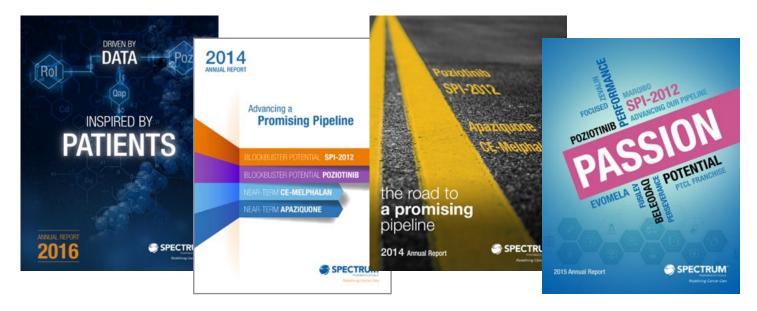




In my 15+ years working in the pharma and healthcare industries, I produced digital and print collateral for trade shows, sales events, annual reports, slide decks and multiple websites. My video work included on and off-site filming and editing for corporate events, product and training videos. Online-focused work included WordPress

and hand-coded websites, promotional HTML emails, PPC and banner campaigns from asset creation through to deployment, optimization and reporting. All of this was in a highly-regulated environment, working closely with multiple departments.

PRINT COLLATERAL: ANNUAL REPORT DESIGN



PRINT COLLATERAL: SALES MEETING THEMES











S1 Branding Concept: 'Written in Stone'



Design Rationale

The concept is 'written in stone'. The embossed lettering in the marble is meant to convey Spectrum's strength of commitment to these three ideals - almost like a covenant tablet. The concept is essentially a typographic treatment, but is bold, easily recognizable from afar and consistent in approach. Individually, the rationales are:

EXCELLENCE IN EXECUTION: The chess piece signifies a power move in chess, i.e. we have a strategy and are going to execute it and in win the game. Every move is precise, and like in chess, leaves no room for error.

PATIENTS: The three major indications we help patients with: lime green for lymphoma, orange for leukemia, blue for colorectal cancer. Simple and to the point, embodied by the ribbons so prevalent in patient communities.

YOU: Speaks for itself, but essentially the Spectrum icon, i.e. we the company, is at the heart



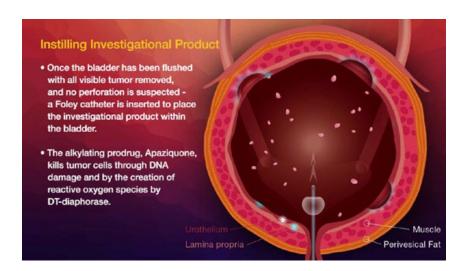




SIMPLE MOA ARTWORK

National Sales Force Semester 1 Meeting

1.27.14



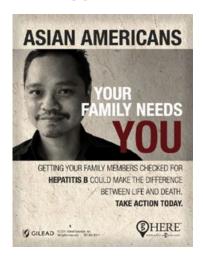
SPECTRU

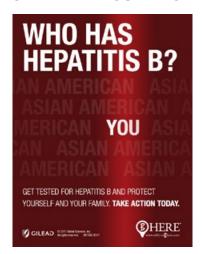






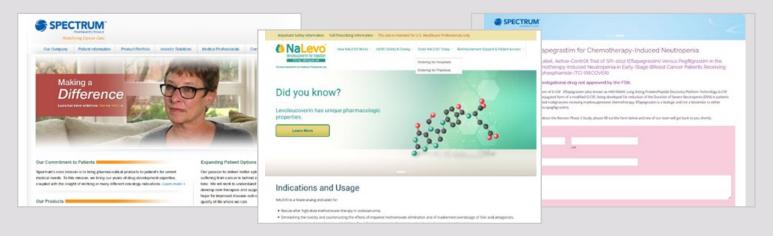
PRINT COLLATERAL: DIRECT TO PATIENT POSTER CAMPAIGN







WEB DESIGN: CORPORATE AND PRODUCT SITES



ONLINE MARKETING: BANNERS













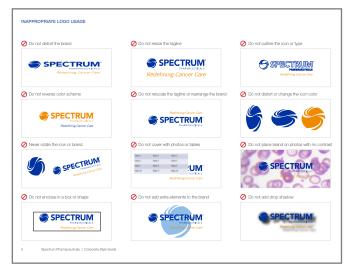


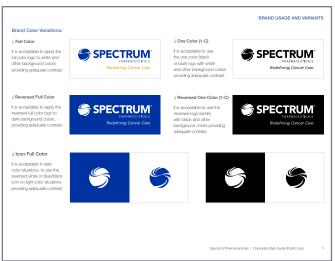


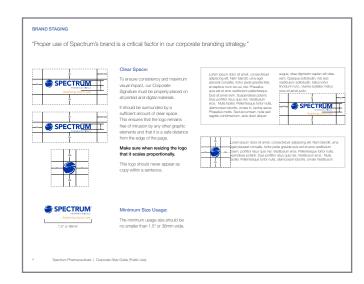


CORPORATE STYLE GUIDE DESIGN

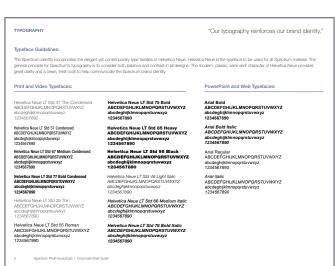


















VIDEO: CORPORATE CULTURE







VIDEO: INTERNAL EVENTS

(or click QR code)





VIDEO: SALES TRAINING MEETINGS

(or click QR code)





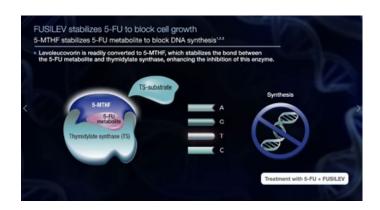




VIDEO: MECHANISM OF ACTION

FUSILEV stabilizes 5-FU to block cell growth FUSILEV is metabolized into 5-MTHF*, the active metabolite in modulation of 5-FU 5-MTHF Metabolism of FUSILEV into 5-MTHF

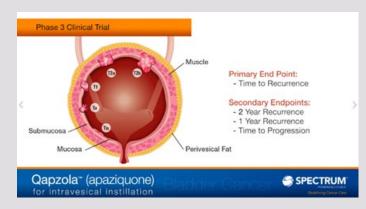
(or click QR code)



VIDEO: DATA PRESENTATIONS



(or click QR code)



VIDEO: HOW-TO TRAINING



(or click QR code)







RETAIL DIGITAL CREATIVE

Working in a freelance role, I have designed numerous websites, landing pages and banner ads for variety of clients. I am experienced in following style guides and adapting campaign elements to fit the specs required, and equally happy when given more creative freedom to push a brand further.

WEBSITE AND LANDING PAGE DESIGN: BURKE WILLIAMS SPA











linkedin.com/in/stevebeeny

RETAIL DIGITAL CREATIVE

BANNERS, EMAILS & SOCIAL POSTS







LANDING PAGES





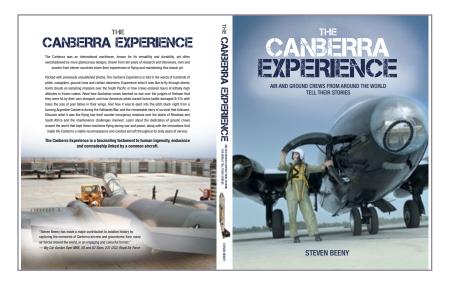
949-923-1048



BOOK WRITING, LAYOUT & MARKETING

I enjoy research and writing, and self-published an oral history book in 2016 based on 10 years of interviews. To promote the book, I created a brand for a planned series. I laid out the book interior and covers, produced a promo video, and started social media accounts to keep the title alive after launch. The book is now on Amazon, and I am currently working on two new titles and the pre-launch artwork to generate interest.

COVER LAYOUTS



PROMO VIDEO (or click QR code)



BRAND AND FACEBOOK MARKETING



AIR AND GROUND CREWS FROM AROUND THE WORLD TELL THEIR STORIES





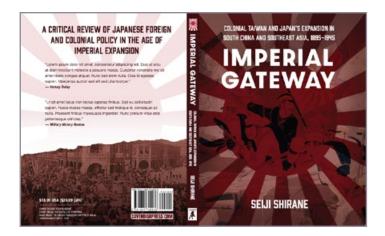


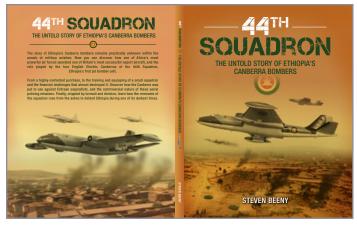


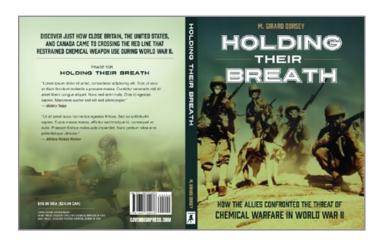


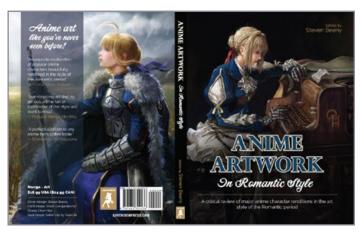
steve.beeny@gmail.com

BOOK COVER DESIGN











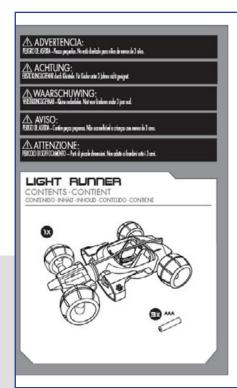


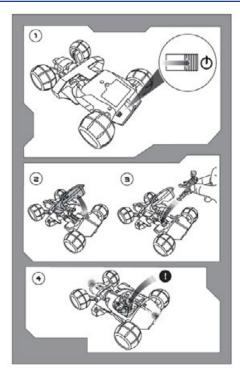


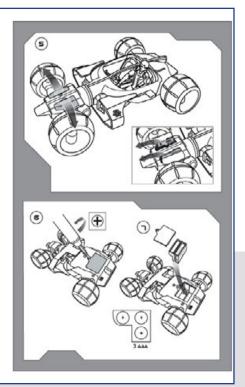


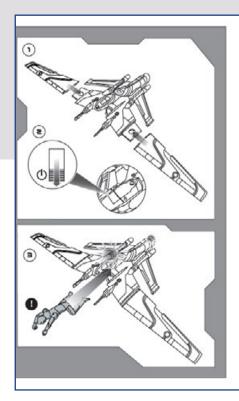
VECTOR ILLUSTRATION & INSTRUCTIONAL SHEET DESIGN

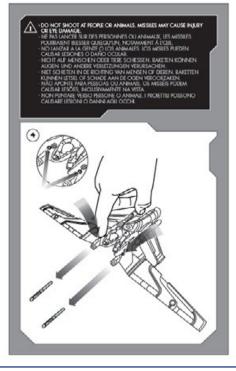
TOY INSTRUCTION SHEETS: SPIN MASTER

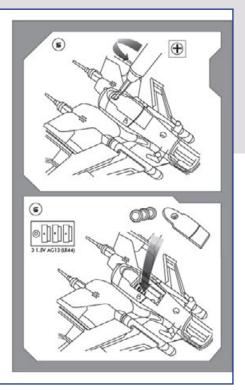








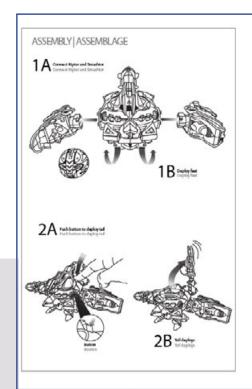


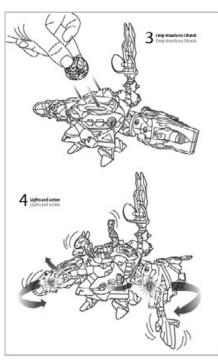


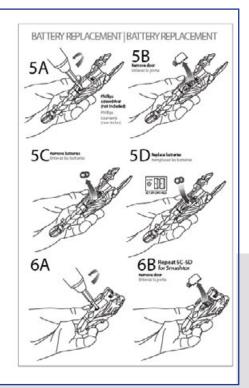


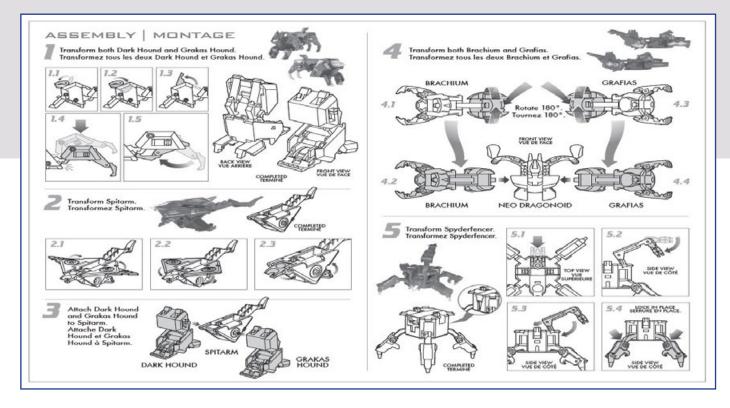


VECTOR ILLUSTRATION & INSTRUCTIONAL SHEET DESIGN













SPORT CLUB BRAND AND MARKETING

In 2019 I formed a youth field hockey team in Orange County, CA. I wanted to create an eye-catching brand that was colorful and fun for kids. To market the club, I created a wide range of digital and printed collateral, including,

magnets, stickers, patches, flyers and banners. I designed and maintain our website, made a dynamic promo video and post regularly on social media. I also designed a booth which helps draw attention at local parks and school events.

LOGOS & BRAND ELEMENTS











SOCIAL MEDIA CAMPAIGN (INSTAGRAM & FB)























SPORT CLUB BRAND AND MARKETING

BOOTH GRAPHICS







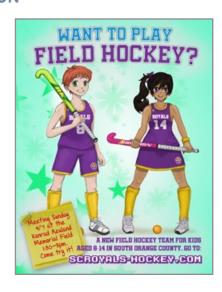


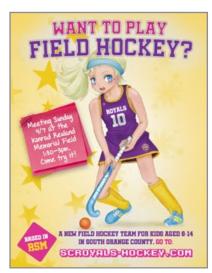
PRINT COLLATERAL & ILLUSTRATION















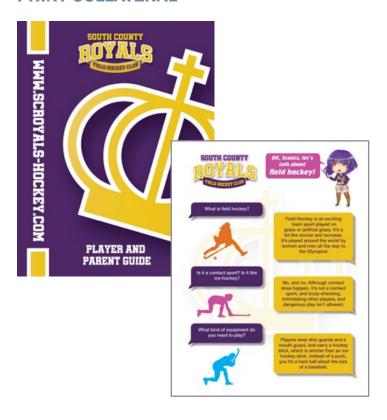






SPORT CLUB BRAND AND MARKETING

PRINT COLLATERAL



WEBSITE & PROMO VIDEO

(or click QR code)









Inspired by some of my fave mobile games, I decided to combine my love for field hockey and anime/manga culture with and create my own game. I am currently at work on all aspects of development, from concept, wireframing and UI graphics. I work with several vendors through

Fiverr.com to create lead character art, while handling the rest myself. I created a distinctive brand for the game with a color palette, typography and logo variants. I maintain a social media campaign and produce teaser video updates as progress is made.

LOGOS & BRAND ELEMENTS







SOCIAL MEDIA CAMPAIGN (INSTAGRAM & FB)











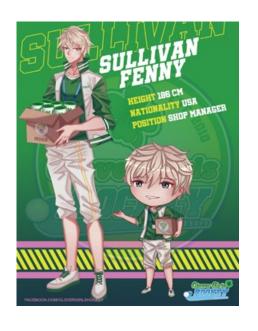




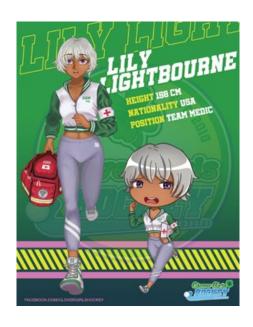




FACEBOOK TEASER POSTERS







GAME ARTWORK: TEAM LOGOS









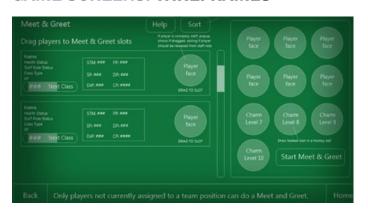








GAME SCREENS: WIREFRAMES





GAME SCREENS: UI GRAPHICS

















GAME UI ICONS















































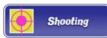




















TEASER VIDEO















COLLECTIBLE MODELS MARKETING

Over the last few years, I've been making polymer clay sculptures, and recently began a production line of aviation and sport-based models using silicone molds. I now sell these through Facebook and Instagram, and created a brand for the gig. Each time I release a new model or set, I shoot product photography on a mini 'set' and create promo graphics to help generate sales.

LOGOS & BRAND ELEMENTS











SOCIAL MEDIA CAMPAIGN (INSTAGRAM & FB) & PRODUCT PHOTOGRAPHY















3D FLIGHT SIM MODEL MARKETING

Around 2010, I started an gig with a couple of friends where we built and sold 3D models for Microsoft Flight Simulator. Our aim was to produce quality products at much lower prices

than big development teams. I created the branding, designed and ran the website, and created all art for the online fulfilment service, Payloadz, that we used to sell our models.

LOGOS & BRAND ELEMENTS









WEBSITE AND ONLINE MARKETING ART













LOGO COMMISSIONS





















VECTOR ILLUSTRATION

AVIATION ART

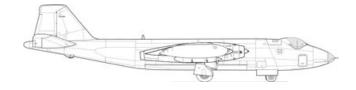












BAC CANBERRA B.62

B-108, GRUPO 2 DE BOMBARDEO, FUERZA AÉREA ARGENTINA BAM RÍO GALLEGOS, ARGENTINA, JUNE, 1982

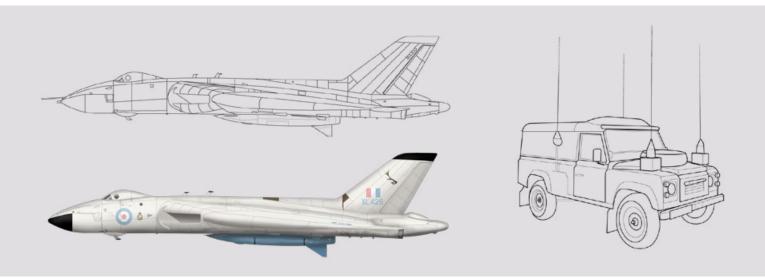


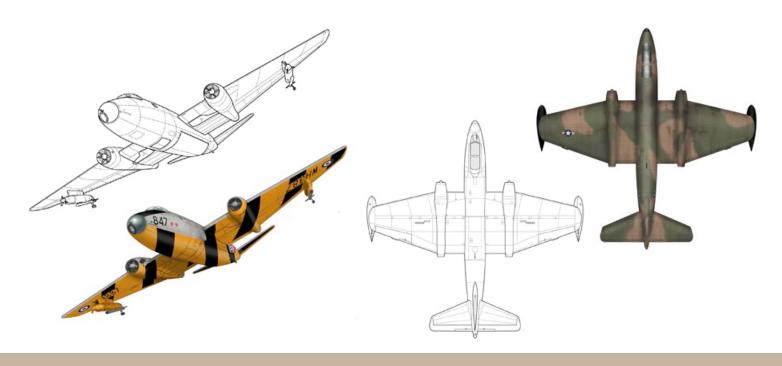




VECTOR ILLUSTRATION









STEVE BEENY

Creative Professional

Portfolio

Thanks for checking out my work!





