


# STEVE BEENY


## SENIOR GRAPHIC DESIGNER

TEASER VIDEO

 TRABUCO CANYON, CA

 949-923-1048

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 **PORTFOLIO:** [shorturl.at/crxzH](http://shorturl.at/crxzH)  
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### ACCOMPLISHMENTS

- Used web and design skills to save a NASDAQ-traded company \$100k annually in agency and vendor fees and significantly increasing turnaround time on projects
- Expanded and enhanced online marketing campaigns for multiple oncology drugs, increasing brand market share and sales
- Rapidly and effectively implemented company-wide remote onboarding and workflow training content in during the pandemic
- Played key role in a planned company rebrand. Met weekly with senior and executive management, directed vendors and oversaw the digital and print creative process whilst maintaining confidentiality
- Enhanced recruitment, training and corporate culture through creation of new and engaging video content, reaching 200+ employees

### TECHNICAL SKILLS

- Adobe Photoshop, Adobe Illustrator, Adobe Premiere, Adobe AfterEffects, Adobe InDesign, Adobe XD, Figma
- UI design & prototyping, HTML, CSS, WordPress, Google Analytics
- Digital & traditional illustration
- Basic 3D modeling (3DS Max)
- MS Office, Google Workspace, Asana, Basecamp

### Summary

**Senior Graphic Designer** with 18+ years of agency and corporate-level experience producing brand campaigns for pharma, retail, sports, and publishing industries. Thrive on storytelling through impactful creative. Great project management and organizational skills with ability to brainstorm concepts and develop striking visuals from ideas. Proven ability to design, deliver, maintain, and support innovative, integrated business solutions. Talent to take direction and learn quickly. Verifiable track record of delivering multiple projects on or under deadline. Equally happy working in a team or solo.

### Core Competencies

- Adobe Creative Suite
- Campaign Development
- Corporate Identity
- Strategic Planning
- Photography & Retouching
- Video Animation
- Art Direction
- Branding
- Prototyping
- Online Marketing
- Team Management

### Professional Experience

#### **SPECTRUM PHARMACEUTICALS, Irvine, CA**

*A bio-pharmaceutical company focused on developing, and commercializing novel and targeted drug products, with a primary focus in oncology*

#### **Senior Graphic Designer, 2011 – 2022**

- Helped grow and lead a team of in-house designers and supported multiple oncology brands in a creative capacity
- Developed campaigns and collateral for trade shows, sales events and annual reports. Designed and maintained product promotional, corporate and clinical trial recruitment websites; implemented Analytics reporting
- Produced product training and internal event videos: filming to editing and voiceover work, both on and off site across the country
- Designed product-focused HTML emails, PPC and banner campaigns from asset creation through to deployment, optimization and Analytics for MarCom team
- Partnered with HR and IT to strategize and implement improvements to remote working and employee onboarding using WalkMe, Zoom and OfficeSpace technologies

# STEVE BEENY

## EDUCATION

- BA History, University of Kent at Canterbury, UK
- AA Art and Design, St. Ivo Sixth Form College, UK

## CERTIFICATES & TRAINING

- Imparture Google Analytics Immersive, Los Angeles

## INTERESTS

- **MOBILE GAME DEV:**  
Building a sports management mobile game using my own assets and managing several vendors
- **WRITING:**  
Published an aviation history book in 2016 based on 10+ years of interviews and research. Established niche online follower base of 1.5k and market merchandise. Working on two new books
- **COLLECTIBLES:**  
Create and sell handmade clay models, using social media as a marketing tool
- **FIELD HOCKEY:**  
Launched brand and marketing for a self-started youth field hockey club that took us from startup in 2019 to 50+ kids in two years

## Professional Experience (cont.)

### **NAZCA STUDIOS LLC, Irvine, CA**

*A self-started LLC with a focus on interactive design for retail and entertainment markets*

#### **Interactive Designer, 2009 – 2011**

- Directed interactive design and production studio projects focusing on web design and front-end coding, 3D game add-ons, mobile device graphics, original art and technical illustration.
- Managed clients accounts including well-known names such as Networks in Motion, Burke Williams Spa, Spin Master Ltd. and Awaken Interactive

### **HEILBRICE MARKETING COMMUNICATIONS, Irvine, CA**

*An integrated agency with a retail soul, specializing in digital, content creation, loyalty marketing, branding, broadcast and shopper marketing*

#### **Interactive Designer, 2008 – 2009**

- Joined as the sole web designer for a traditional media retail marketing agency and assembled a small but robust web team to grow their online marketing business
- Collaborated with UX and Web Analytics specialists to both redesign and create new enterprise-level web sites for clients including the Los Angeles Convention and Visitors Bureau, Orange County Register, Nolet Spirits, LA Clippers, and Ceiva
- Produced retail and branding-focused landing pages and HTML emails, front-end coding, Flash animation.

### **INVENTIV HEALTH, Irvine, CA**

*An innovative, digitally-driven healthcare advertising agency*

#### **Interactive Designer, 2003– 2008**

- Worked in a fast-paced advertising studio with a focus on web design and front-end coding, interactive banners for Direct to Patient marketing and Healthcare Professional-targeted pharmaceutical advertising. Clients included Merck, Bausch and Lomb, Eli Lilly and Bristol-Myers Squibb
- Utilized metrics to optimize existing sites for SEO and UI enhancements. Produced interactive monthly presentations for clients

Recommendations at: [linkedin.com/in/stevebeeny](https://www.linkedin.com/in/stevebeeny)



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