

STEVE O. VOISIN

Santa Cruz, CA | (831) 600-5574 | stevev@gmail.com | <http://www.stevevoisin.com>
<http://www.linkedin.com/in/steve-voisin>

Digital Design Marketing and Strategy / Creative & E-commerce

Marketing and Creative professional with a versatile skill set and a detailed eye for designing customer-centered strategies. A collaborator, skilled at partnering with stakeholders to deliver digital solutions for Salesforce campaigns, e-commerce initiatives, merchandising and testing plans, SEO and digital content. Demonstrated experience with methodologies to craft and deploy engaging digital experiences for targeted audiences. Proven track record ensuring content and website shopping functionality blend seamlessly to create a cohesive and immersive digital ecosystem.

Core Competencies

UX: Axure Prototyping | Sketch & Invision | Low to High Fidelity Exploration | Principle | Balsamiq
Digital Visual Design: Adobe Photoshop | Adobe XD | Adobe Illustrator | Keynote & Powerpoint
Broadcast and Motion: Adobe After Effects | Adobe Flash | Final Cut Pro | Soundtrack & ProTools Adobe Premiere | Apple Compressor | Adobe Media Encoder | Sorenson Squeeze & Media Cleaner
Programming and Development: Agile development | HTML CSS JavaScript | Flash ActionScript | XML | PHP
Bonus: Manage creative teams | Multilingual Localization | French Fluency

Experience

Vista Outdoors

April 2019- August 2023

Digital Marketing Manager

Provide customer-centered strategies and digital solutions on Salesforce campaigns, e-commerce initiatives, merchandising plans, SEO content, and provides expert user experience methodologies for the Action Sports brands: Bell Helmets, Giro Sports, and Blackburn Design.

- Led the development of the Athlete Support Program and Pro Deal Applications, conducting UAT on various ecommerce projects, while also serving as the crucial liaison between engineering and creative services, facilitating seamless coordination for content and website shopping functionality.
- Created interactive wireframe prototypes for Bell's Registration system, and redesigned Blackburn's taxonomy, filtering, and navigation system.

SOV Interactive Media

January 2000-Present

Owner & Creative Leader

- **Intuit:** Love a Local Business, Intuit Careers, and QuickBooks, UX and visual designer of interactive apps for mobile web prototypes, videos, Facebook apps, desktop projects for various marketing departments.
- **Google:** GABO Getting America Small Business Online website and identity, Art director, lead visual designer, produced low and high prototypes, collaborated with SOV's UX researcher, internal global teams, as well as external marketing agencies.
- **Stryker:** Chief creative director, senior designer, front end programmer, and project manager of engineering team and software releases, for end-to-end consumer web applications and sites.

- **Zoove:** Senior visual and interaction designer of product demos, mobile web projects, videos, and multimedia marketing campaigns for B2B customers and executive sales teams, design web style guides.
- **SanDisk:** Collaborated clearly with writers, 2D/3D designers, programmers, and marketing executives in order to produce marketing campaign videos and training web applications in multiple languages.
- **Fox Racing Shox:** Developed online E-store prototype, built web & interactive product flash and web applications, designed animated ad banners, filmed Red Bull athlete event videos, directed post production.

UCSC University Santa Cruz

March 2017-July 2018

Art Director

Produced, edited and designed educational classroom courseware with the digital broadcast team, while leading creative from script to storyboard, all the way through animation and video post-production. Oversaw multimedia content and production while helping design a virtual learning experience like no other, in order to help provide distance learning solutions to those students who could not be physically present in class.

Education And Certification

Bachelor of Arts (B.A.) Communications

SFSU Main Campus, Speech and Human Communications

Multimedia Certification

SFSU Multimedia Studies Program

Digital Video Intensive

Stanford University Media Arts

User Experience Design AR/VR Mobile

UCSC Extension

Awards And Accomplishments

- Taught Final Cut Pro Video and Audio Media Production class @ UCSC Extension program in Cupertino, (2004-2008)
- "Top 100 Multimedia Producer", AV Producer Magazine.
- "Macromedia Shocked Site of the Day Gallery Winner" for streaming audio development and Shockwave design.
- "Award for Excellence" by Editor in Chief, CNET's real video clip demo showcased at Real Network's streaming media conference and at NAB.
- Recognition for composing original music for Seagate's corporate audio trailer, bundled with 6 million Real Player G2s through Tech Web Channel.
- Written over a dozen technical articles for CNET.com family websites on product reviews and How To articles for various products including: Sonic Foundry Vegas, Cubase, Pro Audio 9, Cool Edit, Cake Walk, Win Amp, Pro Tools, Director, Video Wave, How to Stream audio.
- "Silver Addy Award" for producing and authoring Haagen-Dazs DVD, Tesser Communications.
- "Crystal Award of Excellence" for LGC Wireless Video, Communicator Awards, M7.
- "Award of Distinction" for IP Unity Video, Communicator Awards, M7 Communications.
- Guest Speaker at SFSU Multimedia Studies Program. Guest lecturer @ Silicon Valley College on audio and video editing encoding and streaming technology. Advocate at Santa Cruz High School ROP Arts & Digital Design program.
- Video professional and Technical reviewer for book: Photoshop Pro Photo Techniques, Friends of Ed Publishing UK.