

STEVEN CIANCANELLI

Visual & Interactive Art Direction

Enthusiastic and outspoken with a proven track record for top brands. A self-starting problem solver with a hands-on leadership approach, cross discipline skills and a collaborative nature.

Art Director of Brand

Priceline.com November 2015 - Present

- Lead the roll out and internal communication of the 2016 brand design refresh.
- Worked with partner agencies for brand refresh, social media and ads.
- Built brand design team for external and internal branding campaigns.
- Lead sessions with product teams to create on-brand messaging and UX.
- Concept and execution of designs for company parties, HR recruiting campaigns and internal communications.
- Mentored junior team members in design, presentation and project management.

Sr. Mobile Designer

Priceline.com May 2014 - November 2015

- Design lead for all User Experience and Visual Design within Priceline.com mobile site.
- Lead design efforts that saw an increased conversions of approximately 19%.
- Drove brand unifying projects and advocated for cross platform harmony.
- Lead design team meetings to share work, learnings and team building.
- Ran user and A/B testing to discern positive design enhancements.

Art Director & Illustrator

Independent December 2011 - May 2014

- Versatile Art Director specializing in visual and interactive design, user experience design, responsive design, corporate identity and graphic design.
- Over 300 published illustrations for magazines, storyboard and concepting.
- Exhibited in galleries in New York, Philadelphia, Connecticut and San Diego.
- Clients; Starwood Hotels & Resorts, Talbots, New York Road Runners, Light Sources Inc., Toyota, Maxim, Revolver, Guitar World, Bravado Entertainment and Global Merchandising.

Senior Art Director

Fry, Inc. January 2009 - December 2011

- Creative lead: Canon Online Store, Canon Digital Learning Center and the Canon Professional Services (CPS), Godiva Chocolatier, The Children's Place, Hannaford Supermarkets, and Bare Necessities.
- Ran client meetings, created pitch media and presentations, and organized client discovery workshops.
- Crafted new proposals for clients including social and mobile initiatives.
- Mentored and managed junior team members on design projects.

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Art Director

Godiva.com, Fry, Inc. September 2006 - January 2009

- Art Director for all online retail design collateral, photography, web ads, social media content, and email contacts.
- Worked with client to develop marketing visuals, language and voice for seasonal campaigns.
- Directed seasonal photoshoots for all online photography.
- Creative lead for 2009 Godiva.com redesign.
- Redesigned site business increased by 40% during its first holiday season.

Co-Founder

Royal Flush Magazine January 2000 - 2009 (indefinite hiatus)

- Co-created independent magazine and raised to national distribution.
- Created the Royal Flush identity and visual standards.
- Edited stories, interviews and visual content as Managing Editor.
- Conducted interviews, assigned work, designed layouts and created illustrations.
- Led marketing and partnership campaigns and hosted events.

Senior Designer

Bolt Media, Inc. July 2005 - August 2006

- Led full corporate identity and site redesign of GameRevolution.com.
- Site designer for Boltfolio.com.
- Crafted sales and marketing programs and designs for Bolt.com.

Designer

VNU eMedia (now AC Nielsen) August 2000 - July 2005

- Lead designer and producer for several large business to business publication sites including Adweek, Mediaweek, Editor & Publisher, Billboard and even one called Nursing Home Living.
- Designed and coded approximately 40 sites during a two year long project in which 250 static sites were converted to dynamic content sites.

Education

BFA, Drawing and Painting
School of Visual Arts
New York, 1997

Silas H. Rhodes Scholarship

Skills

Art Direction	Presentation	UI/UX
Graphic Design	Team Building	HTML, CSS
Branding	Mentoring	Web/Mobile/ Responsive
Illustration	Adobe CC	