Steven Bornholtz

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EMPLOYMENT

UNITED NATIONS (PEACEKEEPING & DPI)
Communication Officer/Designer December 2016 to Present
- Leading the rebranding effort and redesign of the flagship website in Drupal
- Design and marketing strategies for social media and campaign events
- Photograph events for news and social media for Peacekeeping and UN Bookshop
- Conceptualized and designed infographics and illustrations

HOUGHTON MIFFLIN HARCOURT
Lead Designer July 2015 to May 2016
- Conceptualized and designed infographics and illustrations for flagship product
- To ensure success of product, I lead my design team to devise new strategies and organizational structure to help my department to be more sustainable

SCHOLASTIC INC.
Senior Designer March 2007 to May 2015
- Liaised with creative directors, writers and production departments to ensure that cross-creative collaboration process evolves into well-developed products that meets Scholastic's objectives
- Managed teams and outside talents to meet established budgets
- Ensured that the design visually communicates the desired message and functions successfully; responsible for executing designs, which expresses the marketing and creative goals of the company
- Created and brainstormed game and application concepts, wireframes user workflows and specs for backend coding
- Created banners and icons for applications for web, Android and iOS
- Conceptualized and designed engaging PowerPoint presentations, binders, booklets, catalogs, calendars, bus wraps, disc packaging and other traditional and interactive media with brand properties such as Clifford, Wordgirl, Goosebumps
- Designed & produced (Flash) animated holiday cards, promos, and banners
- Educational illustrations for online tests, teacher manuals, and student books
- Directed photoshoots for education products

UNITED NATIONS CHILDREN'S FUND (UNICEF)
Brand Designer February 2003 to December 2006 (Ongoing Freelance)
- Developed and implemented UNICEF brand, campaigns and events
- Created and executed design concepts for metal signage (interior & exterior) including requesting bids to fabricate the signage of Danny Kaye visitor center exhibits
- Typesetting in UN languages, design and developed toolkits, booklets, newsletters, brochures, direct mail, web banners, reddot pages, Flash e-card, intranet site, interactive disc packages, etc.
- Creations of logo, artworks, and other graphics including photo retouching and mock-ups

RICK HENSCHEL DESIGN
Designer July 2001 to January 2003
- Designed and executed wayfinding signage that is firecodes and ADA compliance for **W Hotel**, **Westin** at Time Square, **Triomphe**, and **Shubert Theatre Group**
- For Sofitel, designed and production of hotel items and created menu packages for **Café 15**, **Café De Architects**, **Le Bar** in DC and Chicago
- Developed **Diffa's** identity package, canvas banners, direct mail, newspaper and magazine advertisements and supplements, featured in Elle Décor; to promote the Dining By Design event
- Designed and programmed Edward Meneeley's portfolio and the Art of Form's website
- Created and produced collaterals for **Orbitz**, **Keystone**, **City Club Hotel**, and other clients

EDUCATION

UNIVERSITY OF MICHIGAN
BFA in Fine & Graphic Arts 2000

SKILLS

Graphic Design and Production Adobe CC, Incopy, Acrobat Pro, Woodwing, K4, Quark

Photography, Retouching, and Manipulation Photoshop, Lightroom, Painter, Perfect Resize

Hand, Computer, and 3D Illustration Autodesk Maya, Fusion 360, Adobe Illustrator, Corel Draw

Web Design and Information Architecture Adobe Animate, Fireworks, Dreamweaver, Content Management Systems

Programming Languages LAMP, HTML 4/5, CSS, Jquery, JavaScript, Action Script, & Lotus Notes

Interactive, Video and Sound Production Premiere, After Effects, Avid, Protools, Logic etc.

- MS Office, Keynote, Pages, Visio, etc.
- Knowledge of Mac OS, Windows, Android, iOS
- Knowledge of copyediting, writing, proofreading, editorial marks, pre-press, printer marks and office etiquette
- Typesetting in multiple languages including Spanish, Chinese, Russian, Arabic, etc.
- UX/UI design and planning
- Knowledge of traditional design and Agile development processes including Scrum, Kaban, XP

FREELANCE PROJECTS
1998 to Present

New York Botanical Garden Interior and cover design

UNDP, UNFPA, and other UN agencies Design annual reports, toolkits, infographics, data visualizations, presentations, websites, and over 80 flagship publications

Save the Children Booklets and education materials

Regatta Inc. Create quarterly brochure for Similac that is included with their products. Developed concepts on re-branding initiatives and test marketing strategies for Allstate's "True Blue" campaign

Crystal McKenzie Inc. Designed Sanofi-Aventis, Inc. safety program and a Jewish exhibit at the Museum of City of New York

New York Tokyo Web updates and email blasts

Brightstack Sales and marketing materials

References available upon request.