

Stephen Allen

BRAND x DESIGN

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EXPERIENCE

DMW DIRECT ASSOC. CREATIVE DIRECTOR MARCH 2023 - APRIL 2024 / CHESTERBROOK, PA

- Created engaging direct mail campaigns for medicare brands like Blue Cross/Blue Shield, MediGold, Intermountain Health, & Peak Health.
- Crafted collateral and brand guidelines for PeakAdvantage.
- Integral in the adoption of creating processes for review within Asana.

BOOMI SR. GRAPHIC DESIGNER JUNE 2017 - OCT. 2022 / CHESTERBROOK, PA

- Responsible for all creative including eBooks, sales sheets, web graphics, landing pages, booth graphics and executive briefs.
- Managed Asana, Brandfolder, G-Suite Email templates, and utilized the full Adobe Suite of products to design company-wide assets, collaborating with Copywriters, Sales, Demand Gen, and Events in the US, EMEA, and APJ.
- Increased interaction rates on eBooks and OEM ads by close to 300% with an overall template redesign which made these assets more easily digestible.

ANGEL PROTOCOL UX/BRAND MANAGER APRIL 2021 - JUNE 2022 / GLOBAL

- Crafted the rules and guidelines for the global Angel Protocol Brand.
- Used Figma, Adobe XD, and Framer to Design UI/UX flows and assets, and worked with a top-notch global development team to deliver a working final donation portal in 5 months, and went on to procure ~\$3M in crypto and fiat donations to local charities and the Ukraine.

PEP BOYS CREATIVE MANAGER MAY 2013 - JUNE 2017 / PHILADELPHIA, PA

- Managed multiple monthly customer-facing promotional materials under tight deadlines for print, web, and mobile.
- Worked collaboratively to build successful creative campaigns, working with stakeholders and copy-writers.
- Developed complicated direct mail and email streams as well as robust micro sites and complimentary collateral for multiple simultaneous initiatives.
- Project Lead and trainer on implementing a Data Asset Management System and an Online Proofing System.

EDUCATION

GRAPHIC DESIGN

BACHELOR'S OF SCIENCE
ART INSTITUTE OF PHILADELPHIA

SKILL SET

INDESIGN

PHOTOSHOP

ILLUSTRATOR

WORDPRESS

FIGMA

AFTER EFFECTS

AUDITION

ASANA

ACCLAIM

BEST PORTFOLIO

THE ART INSTITUTE OF PHILA.
Class Of Fall 2011

GALLERY SHOW "WE WERE HERE"

Dec. 2011 / 1610 Chestnut Gallery

BEST OF QUARTER

Graphic Symbolism, Editorial Design
Marketing Design, Media Techniques

SEMI-FINALIST

STUDENT KEY ART AWARDS
2009

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