

STEVE MORTENSEN

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SUMMARY

With excellent studio and typography abilities, as well as skills in multimedia development, Steve strives for a balance of strong conceptual thinking and solid execution of design fundamentals. His experience encompasses print, web, environmental, packaging and promotional design with a specialty in corporate identity and branding. Steve believes good design should have both contemporary elegance and lasting appeal. He brings a fresh approach to design for technology and web companies, softening the sometimes sterile nature of the high-tech world through the influences of his early work in the retail and hospitality sectors.

EXPERIENCE

Micurio.com, *art director/founder, 11/06-present*

- Conceptualized and designed the Micurio online community for sharing collectibles, drawing from his own experience as a collector and his background in branding
- Worked closely with a web developer to create the features and functions of the site
- Managed all aspects of the company of four employees
- Gained first-hand knowledge of the technology, marketing and networking resources available for Web 2.0 companies

Steve Mortensen Design, *11/01-present*

- Designed the identity and web site for Entrisphere, changing their start-up image to that of a more established telecom company, which facilitated their sale to Ericsson
- Created Rasvia Systems' corporate identity and web site, helping them launch the company and secure a second round of funding
- Designed the art book *Great Women of Film* featuring photographs and interviews of notable women in front of and behind the camera
- Worked with numerous clients including Siebel, Cisco, San Francisco Film Arts Foundation and the Women's Film and Art Foundation

Apple Computer, *senior designer, graphic design group, 4/01-10/01*

- Designed environmental graphics and packaging that were approved directly by Steve Jobs for use in the launch of the first Apple Stores
- Developed concepts and created collateral for the successful 2001 Mac-to-School campaign

marchFIRST (formerly USWeb/CKS), *art director of branding, 8/99-4/01*

- Created identities, promotions, web designs and packaging for clients such as Visa, Financial Engines, e/Madison, Grupo Televisa, Novell, Mars Music, JC Penney, Applied Materials and Encyclopedia Britannica online
- Was influential to the development of the new Alta Visa brand identity, launched in 2000
- Designed the identity and co-led the design of the web site for Work.com, a joint venture between excite@home and Dow Jones

Arias Associates, senior designer, 6/95-8/99

- Worked under Mauricio Arias on the redesign of the look-and-feel of Pottery Barn, which won the firm San Francisco Ad Club's 1997 Agency of the Year award
- Served as art director for projects such as the Pottery Barn Gift Registry, the Disney Gift Catalog, the 1997 Quantum annual report, Rancho Bernardo Inn collateral and signage for Four Seasons Sharm el-Sheik
- Created a 30-page brochure announcing the \$50 million renovation of the San Francisco Westin St. Francis Hotel; the piece received numerous awards and was featured in several top design publications including *Graphis Brochure*
- Managed a team of three designers as well as everyday client relations

EDUCATION

Bachelor's degree in applied art & design, 1995
Cal Poly State University, San Luis Obispo

RECOGNITION

American Corporate Identity 14 • *Graphis* • *How International Design Annual* • *Print*
San Francisco Show 12 • Western Art Directors' Annual Shows: 32nd, 33rd, 36th

PROGRAMS

Equal proficiency on Mac and PC
Photoshop, Illustrator, InDesign, Quark
Experienced working closely with web developers in HTML, Java and Flash