

Stephen Chovanec

2720 S. Arlington Mill Drive, Arlington VA 22206

phone: 646-541-0020 portfolio: www.six-16.com blog: www.six-16.com/stoppages

Profile

Diverse Internet experience in creative direction, strategy, and project management. Forward-thinking, creative leader with a Master's degree in design and visual communication. Team player with successful track record of developing projects in fast-paced and high-energy environments.

Experience

Senior Designer, PBS.org Interactive Arlington, VA (2006 - present)

- Provide overall strategic creative direction for core PBS.org education sites
- Facilitate understanding between content and tech developers
- Develop information architecture, including content analysis, organization, and taxonomy
- Enhance user experience and accessibility through improved site design
- Develop, facilitate, and analyze user testing sessions
- Implement and extend PBS branding
- Hire and manage creative consultants

Specific projects:

Led the redesign of PBS Teachers, one of the core super sites on PBS.org.

Results: enhanced user-centered experience, improved accessibility to multiple levels of content, and enhanced SEO.

Guided the redesign of PBS TeacherLine, one of the core super sites on PBS.org.

Results: improved information architecture and user interface design that resulted in enhanced usability and increased customer satisfaction.

Formed and managed the user experience team for Peer Connection, a suite of online professional development coaching tools for PBS Teachers.

Results: intuitive taxonomy and user-centered design and typography that resulted in increased customer satisfaction and site traffic.

Guided the user interface design for the new PBS Digital Learning Library, which included prototyping and focus group testing with teachers.

Results: teacher-tested, intuitive design that included outside-of-the-box thinking. The ideas generated by the testing are now being incorporated into the final design.

Principal, Design Plane • Corvallis, OR (1999 - 2006)

Provided art direction and project management for a broad range of projects for print and web, with a focus on creative problem solving and branding. Hired and managed production support staff. Managed scheduling, project budgets, production, and liaison with outside consultants and vendors. Clients represented education, arts, technology, health care and retail, including: Oregon State University, Hewlett-Packard, Simpson Paper, Van Nostrand Reinhold, and Peak Internet.

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Art Director, Rogue Wave Software • Corvallis, OR (1998 – 1999)

Developed and maintained corporate design standards worldwide. Directed the design of websites, interactive media, print, packaging, and trade show exhibitions. Collaborated with product managers to develop marketing strategies, advertising, and direct mail campaigns. Supervised, mentored, and provided art direction for in-house design staff, ad agency of record, and freelance designers and photographers.

Art Director, Acres • Corvallis, OR (1996 – 1998)

Designed all corporate materials, including product logos and identity, brochures, advertisements, posters, and catalogues. Collaborated with product managers to develop new games, which included designing user interfaces and animation as well as development of marketing strategies. Art directed photographers, illustrators, and animators.

Assistant Professor, Department of Art, Oregon State University • Corvallis, OR (1990 – 1996)

Developed and taught studio and seminar courses within the graphic design program. Managed and mentored a professional studio of student designers. Pioneered the instruction of information architecture and website design and production.

Graphic Designer, Virginia Museum of Fine Arts • Richmond, VA (1987 – 1990)

Art directed and designed award-winning brochures and invitations, annual reports, art catalogues, and exhibition posters. Supervised freelance designers and managed print production. Curated a show on the *Art of Graphic Design*.

Skills

XHTML, CSS, javascript, Adobe Creative Suite, MS Office
Fluent on both Mac and PC platforms

Education

MFA/Design, Virginia Commonwealth University, with honors
BFA/Design, Virginia Commonwealth University