

# Stephen Chovanec

2720 S. Arlington Mill Drive, Arlington VA 22206 p. 646-541-0020

website: [www.six-16.com](http://www.six-16.com) blog: [www.six-16.com/stoppages](http://www.six-16.com/stoppages)

## Profile

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

## Professional Experience

### **Associate Director of Design and UX, PBS** Arlington, VA (2006 – present)

- Oversee strategic, interactive and brand design, creative direction and technology for core PBS.org education sites
- Work closely with product and engineering groups to develop prototypes and style guides
- Provide user experience guidance, leveraging established best practices, while also looking for opportunities to innovate
- Develop, facilitate, and analyze user testing sessions
- Hire and manage creative firms and consultants

#### *Specific projects:*

#### **Led the UX, UI and visual design strategy for PBS LearningMedia.**

*Results:* a teacher-tested, intuitive design that included outside-of-the-box thinking.

#### **Directed the redesign of PBS Teachers, one of the core sites on PBS.org.**

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

### **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, International Paper, Simpson Paper, and Van Nostrand Reinhold.

### **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 Uni.** 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**

HTML, CSS, Adobe Creative Suite, Agile Development Method  
Fluent on both Mac and PC platforms

## **Education**

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