

stefan minea

BRAND / CONCEPTUAL DIRECTION

UX/UI

PRODUCT DESIGN

VIDEO CREATION

A disciplined, versatile designer and people manager with a background in Visual Arts, and a disposition for creative problem-solving. A dynamic and outcome-focused design manager with a proven history of delivering outstanding results through collaboration and attention to detail.

Associate Design Director / Publicis Sapient 2020 - Present

Improving the design and acquisition efforts for new and existing customer experiences at Verizon, Comcast Business, Discover, Colgate, Wawa, and Coach. Redesigned existing features, added new interactive products and streamlined the buyflow and checkout journeys with an agile, fully-responsive, and modular framework.

Art Director / Audible 2019 - 2020

Acquisition-focused digital marketing design and collaboration campaigns with third-party brands. Multi-platform rapid prototyping for A/B testing with a mobile first implementation. Design and development of sitemaps, brand guides, and presentation decks for cross-functional teams.

Digital Art Director / SGK Inc. 2017 - 2018

Principal AD on the redesign of Novartis.com and the [Novartis Brand Lab](#) portal. Partnered with multiple internal and external agencies to launch the new sites successfully and on schedule. Led a team of designers to work on a key selection of additional digital projects for Norton Symantec: mobile app design, branding and visual guideline decks, digital signage.

Art Director / Mastercard Labs 2016 - 2017

Directed a consistent brand visual message and consumer-friendly experience within Mastercard's innovation arm. Created digital and video content for global innovation programs, emerging agile technologies (block-chain, robotics, mobile wallets) within the *StartPath* fintech start-up service. Re-designed the internal Labs site, resulting in a +52% increased viewership. Participated in design sprints for the development of consumer products in the mobile arena with enterprise partners (American Airlines, Pizza Hut, SoftBank Robotics).

Sr. Web Designer / Amazon Fashion 2013 - 2016

Lead designer for the Men's category at MyHabit.com, (seasonal refreshes, landing page and email design, new brand launches, photoshoots). Partnered cross-functionally to provide a cohesive, styled, and exciting daily visual message to 10+ million active customers. Worked with fashion brands to direct and optimize video content. Hired and managed internal designers as well as trained and developed offshore design teams.

Sr. Designer, Web & Video / Cole Haan 2011 - 2013

Translated seasonal concepts into digital content, showcasing key items, styling direction, and consumer trends. Led the creative services team in the direction and production of 30+ videos, shooting and editing campaign and BTS videos for use in digital and retail. Created digital and video content for the launch of the first Cole Haan interactive mobile experience — [Subway Stories](#).

Digital Designer / Kenneth Cole 2008 - 2011

Designed and managed digital content for a variety of media outlets, including the brand website, third-party sites, emails, banners, social, in-store videos, and outdoor video billboards. Assisted with on-figure and product photoshoots. Mentored design interns.

BFA, Graphic Design

State University of New York, New Paltz, NY
Middlesex University, London, UK

International Baccalaureate

British International School, Cairo, Egypt

say hello...

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