

stefan minea

Digital Experience

Design leader shaping digital experiences used by millions of customers across telecom, fintech, healthcare, and retail. Builds high-performing teams, modernizes complex platforms, and delivers measurable business impact through collaborative design and AI-enabled workflows.

Growth & Acquisition

Product Innovation

AI-Enabled Design

Associate Design Director / Publicis Sapient 2020 ~ Present

Driving the evolution of digital acquisition and customer experience for Pfizer, Coach, Verizon, Comcast, Discover, and Colgate. Collaborate with product, engineering, and marketing to modernize legacy features, introduce interactive capabilities, and optimize buyflow and checkout journeys through modular, responsive frameworks. Apply AI-enabled tools and workflows to accelerate design exploration, prototyping, and insight generation.

Sr. Art Director / Audible 2019 ~ 2020

Delivered acquisition-focused digital marketing campaigns and brand collaborations with third-party partners. Produced rapid, multi-platform prototypes to support mobile-first A/B testing and performance optimization. Developed site architecture, brand guidelines, and strategic presentations to align cross-functional teams.

Principal Art Director / SGK Inc. 2017 ~ 2018

Oversaw the redesign of Novartis.com and the Novartis Brand Lab portal, guiding creative direction and coordinating internal teams and partner agencies to launch both platforms on schedule. Mentored designers across additional initiatives for Norton Symantec, including mobile applications, brand systems, visual guidelines, and digital signage.

Design Director / Mastercard Labs 2016 ~ 2017

Shaped brand and experience design within Mastercard's innovation division, establishing a unified visual strategy across emerging technologies. Produced digital and video content for global innovation programs and the StartPath fintech accelerator, focused on blockchain, robotics, and mobile wallet ecosystems. Facilitated design sprints with enterprise partners including American Airlines, Pizza Hut, and SoftBank Robotics to develop new mobile consumer experiences.

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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