



JAVARIS STEVENSON

PRESENTATION DESIGNER
GRAPHIC DESIGNER
BRAND DEVELOPER

I've been doing this for 13 years now and it all started in middle school on Powerpoint before it was a big deal. Since then, my experience has expanded into creating strong graphic, marketing and branding projects for top brands such as Verizon, AT&T, McCann and Erickson, Edelman and YMCA to name a few. Additionally, I have had the opportunity to lead successful presentation, digital and print design projects for luxury brands in the broadcast, tech, hospitality, finance and tech industries. Within these 13+ years there are three things I credit to my success, good strategy, a stellar team and strong direction. Currently, I am looking to take my optimism, curiosity and experience to a strong organization that will enable me to lead and create powerful marketing content for their brand.

SKILLS

- Project Management
- User Experience
- Experienced Manager & Mentor
- Custom Templates
- PowerPoint
- Keynote
- Adobe Creative Suites
- Photo/Video Shoot Director
- Conceptualizer

EXPERIENCE

Senior Presentation Specialist

Verizon

- Responsible for the look and feel of all internal and external presentations
- Use knowledge of user experience when strategizing concepts and deck direction.
- Check for consistent language and branding
- Work closely with account executives, project managers, creative directors and the SVP
- Provide detailed direction to in-house designers on design criteria for special projects

Marketing Presentation Designer (Consultant)- Javaris Inspired Brands, LLC

8.01.2016- 8.02. 2017 (Freelancer/Consultant)

Work involved leading the art direction, copywriting, and consultation on best practices for presentation design according to user experience when pitching for a new client and or presenting during a global staff presentation. 99% of my presentations and creative direction have been successful in graphically communicating my clients' objectives and over 60% have won contracts and agreements.

AT&T Headquarters- New York, NY- For the Senior Vice President of Creative Services/Marketing

McCann & Erickson- New York, NY- Sales and Marketing Team

Edelman- New York, NY – Sales and Marketing Team

Senior Graphic Designer/Creative Director- Client Facing- (Contract)

HB Communications – Greater New York, NY

2.28.2016-7.05.2016

- Create designs, concepts, and sample layouts based on knowledge of Signage layout principles and aesthetic design concepts utilizing Adobe Suite for use in Digital Signage production
- Review Final layouts and suggest improvements as needed from a conceptual design aspect and overall functionality
- Consult with clients to discuss and determine layout design desired to achieve client's brand and communication's goals
- Maintain archive of images, photo's, or previous work products and designs
- Mark up final designs to prepare layouts for Digital Signage systems

**Senior Graphic Designer- (Contract)****YMCA of Greater New York- Association Office- New York, NY**

2.28.2016-7.05.2016

- Lead the re-design of visual communication material, i.e. newsletters, promotional flyers and email templates
- Design promotional content for external employee recruitment and internal employee development programs
- Created event branding stationery for the annual All Staff conference, i.e. flyers, programs
- Turning written content into visually attractive PowerPoint presentations

Creative Director/Graphic Designer – Freelance**J.Inspired Studios/Consulting- Chicago, IL, New York, NY**

3.15.2008-Present

- Mentored and trained experienced teams of video, graphics and journalism professionals
- Idea generation, concept development and brand campaign marketing for both print/digital projects
- Implemented quarterly brand awareness campaigns and pitches
- Created, sourced and lead photo/video shoot productions for brand campaigns
- Responsible for the development of industry standard press releases based on conducted market research of the entertainment and culinary/restaurant industries
- Graphically designed branding and print marketing materials with heavy use of typography and minimal content
- UX/UI strategy development and initiation, increasing web traffic and new user interaction

Graphics Proposal Designer**Enablon, N.A.- Chicago, IL****2.28.2013 – 5.15.2015**

- Coordinated the presentation and writing of critical content for media kits and client proposals
- Assisted in the creation of targeted content for event presentations
- Collaborated with the marketing team to organize and execute 5 annual industry conferences
- Drafted, proof read and edited 5-100 page proposals tailored to the request of clients in the oil, tech and retail industries
- Directed the visual re-branding of RFPs based on industry standards and market competition
- Managed the executive office for U.S. Key Account reps and Sales Directors to include handling client crisis, creating media content, generating statistics from marketing and heavy calendar management with clients and partners

Senior Graphic Designer**City on a Hill.- Milwaukee, IL****6.01.2009 – 5.15.2012**

Responsible for the visual content of print marketing material such as mailers, newsletters, brochures

Web graphic content management and design

Lead the visual and verbal content for organizations brand image

Designed event visual content including banners, invitations, signage and staging

Graphic Designer**Metro Atlanta Transit Authority.- Atlanta, GA****6.01.2006 – 5.15.2009**

Started as a paid intern and trained under the Creative Director for all web and print content for Atlanta's Transit

Promoted to graphic design manager to the CIO

Designed interactive keynote presentations for C level executives

Heavy use of Adobe Photoshop, Illustrator and flash

Responsible for the visual content of web content and internal applications

EDUCATION:

NEW YORK, NY



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Portfolio Book Upon Request

Albany State University-
Liberty University-

Associate Level (Business)
BA Organizational Psychology

2008
Spring 2016