

STEVE WOJCIK

INTERACTIVE DESIGNER, DIRECTOR

1550 Maple Street
Wyandotte, MI, 48192
stevejwojcik@gmail.com
734.771.7829
<http://design.thewoj.com>

PROFILE

Strategic, observant, analytical, and perceptive about consumer online behavior. Understands and funnels online data into actionable insights that inspire both clients, account, creative, media and technology teams.

SKILLS

Adobe Creative Suite	Actionscript	E-learning Applications
Instructional Design	HTML	SEO/SEM Strategies
Wordpress CMS	CSS	Audio/Video editing

EXPERIENCE

MRM Worldwide

Interactive Web Developer

Jul 2012 - Present
Fulltime

- Develops flash movies / components that balance creative and technical excellence.
- Works closely with Interactive animators, art directors and designers to ensure that creative intent and results are achieved at the highest level.
- Maintains high coding standards and practices and exercising quality control on all aspects of Flash development.

General Motors

Information Architect/Designer

Feb 2012 - July 2012
Contract

- Collaborates with subject-matter experts while developing technical E-Learning solutions and strategies using current methodologies, tools and techniques.
- Serves as consultant to Vehicle Mass Engineers to ensure that Engineering training remains on target and within scope.
- Responsible for processing and directing workflow of course uploads to the LMS.

Chrysler

Interactive Designer

Jun 2010 - Dec 2011
Contract

- Directed the creative and technical design and production of over 25 high-end user-centric digital initiatives.
- Coordinated all production aspects of automotive sales and service technical training videos.
- Exercised expertise in the areas of instructional design, interface usability, process improvement, production management and quality control.

Detroit Media Partnership

Digital Design Supervisor

Jan 2010 - Jun 2010

- Administrated the digital presentation staff with regard to workflow, development, scheduling and coaching.
- Served as point person for technical questions relating to digital ads.
- Worked as liaison with the Digital Development and Digital Sales departments while ensuring design plan is consistent with established schedules and required deadlines.

BBDO

Interactive Art Director

Sept 2007 - Jan 2010
Contract

- Created interactive e-learning courses from concept to completion.
- Developed compelling graphic and motion elements and created interface layouts for integration into rich internet applications.
- Merged shell interface, look/motion design documents and script into storyboards and liveguides to ensure courses have cohesive design.

Campbell-Ewald

Art Director

Nov 2006 - Sept 2007

Contract

- Used expertise to manipulate all multimedia asset types (text, graphic, audio, video, animation).
- Kept abreast of current interactive technologies, development trends, products and best practices to ensure that projects used the most up-to-date tools and methodologies.
- Created work in a highly collaborative environment with designers, creative directors, writers, programmers and project managers.

EDUCATION

Wayne State University

Bachelor of Fine Arts

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