

# STEPHEN L. GUY

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## SENIOR GRAPHIC DESIGN PROFESSIONAL

PRINT • INTERACTIVE • DIGITAL

STRATEGIC BRAND IDENTITY & MARKETING CONCEPT DEVELOPMENT  
CORPORATE • ADVERTISING • LOGOS • SPORTS • PACKAGING • PUBLICATIONS  
PROJECT OVERSIGHT • CLIENT/VENDOR RELATIONSHIP MANAGEMENT

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### PROFILE

Accomplished Creative Director with 18+ combined years of graphic design and brand identity development experience, and specific expertise in print, interactive and digital design and production. Innovative and decisive with proven ability to accurately interpret project requirements and client needs and produce compelling concepts that engage target demographics, build brand awareness and maximize profit margins. Exceptional typographic ability, tech-savvy, well-versed in current and emerging design software applications and programs. Highly effective communicator, dynamic presenter with superior new business development skills, and demonstrated success managing multiple concurrent projects to deadline.

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### PROFESSIONAL EXPERIENCE

#### **X4 CREATIVE/IMAGINE GRAPHICS INC. • Simi Valley, CA**

1997 – Present

##### ***OWNER, CREATIVE DIRECTOR***

Established, owns and operates successful graphic design firm specializing in the design, development and execution of compelling brand identity and strategic marketing projects (logos, corporate collateral, advertising, exhibit, packaging, websites, etc.) for diverse client roster including small businesses and Fortune 500 companies. Oversees all new business development, marketing, bid/proposal and competitive client analysis efforts for firm, optimizes \$250- to \$50,000-project budgets, and hires/manages virtual and on-site staff as needed, ensuring ***all projects are delivered on time, within budget and to 100% client satisfaction.***

Significant achievements of 13-year tenure:

- ***Grew business by 50% in first year of operation, by 100% by Year 5, building a client base of 350+ by Year 10*** that included Fortune 500 firms IBM, SILICON GRAPHICS and UNUM, and niche companies ENCORE HOCKEY, SIMI VALLEY HISTORICAL SOCIETY and DIVISION/NIKA USA.
- Took over design and publication of 400-page hard-bound book project for STRATHEARN HISTORICAL SOCIETY OF SIMI VALLEY, ***completely overhauling design to create a product that exceeded client expectations and earned a place in the publishers' portfolio.*** Completed project in 4 months, on time and within budget.
- Redesigned CHURCH SPORTS INTERNATIONAL website adding drop-down menus, Flash integration and PayPal links to all products, ***delivering a highly efficient, user friendly site under tight budget and time constraints that increased product sales by 30% within first month of launch.***
- Developed compelling multi-part postcard campaign to promote new church service that effectively engaged the target demographic, ***exceeding client's brand awareness/conversion goal by 200%.***
- ***Achieved publication of 30+ logo designs*** (*Corporate Identity in America 2005, The Big Book of Logos 2, 1999 and The Big Book of Logos 3, 2000, HBI/Harper-Collins Publishers*).

## PREVIOUS RELEVANT EXPERIENCE

### **DIRECTOR OF MARKETING, CARDINET FINANCIAL**, San Jose, CA • 1993 – 1997

Developed marketing strategy and designed all collateral materials (brochures, newsletters, direct mail pieces, presentations) for 20-member sales team, **significantly improving brand awareness among key demographics.**

### **SALES MANAGER, UNUM**, San Jose • 1990 – 1993

Directed sales and marketing efforts, designed/produced all marketing collateral, identified new accounts and market opportunities to increase market penetration. Established multiple new business relationships, **secured the single largest corporate sale in 1991 within first year of hire, and improved overall sales revenue by 500%+ in 3 years' time.**

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## AWARDS & PUBLICATIONS

**2008 ROTARY ROOKIE OF THE YEAR AWARD** • *Rotary International of Simi Valley, Sunrise, CA*

**2002 COMMUNICATOR AWARD OF EXCELLENCE** • "LORD OF THE RINKS" • *Group Poster, Encore Hockey*

**2000 COMMUNICATOR AWARD OF EXCELLENCE** • "SOMETHING BIG" • *Postcard Campaign, South Valley Christian Church*

**1999 COMMUNICATOR AWARD OF EXCELLENCE** • "MIB CHRISTMAS CARD" • *Christmas Card, MIB*

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## AFFILIATIONS

**National Association of Photoshop Professionals (NAPP)** • *Member since 1999*

**Rotary International Simi Valley**, Sunrise, CA • *Member since 2007*

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## EDUCATION & PROFESSIONAL DEVELOPMENT

**Bachelor of Arts**, Music Theory, Northwest Nazarene University • Nampa, ID

*Constantly expanding an already vast graphic design knowledge base, having completed 10+ courses in the last 7 years, including Lighting & Photography, Photoshop, Lightroom, Macromedia Dreamweaver, Painter 9 (Karen Spierling) and Painter 10 (Marilyn Sholin).*

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## TECHNICAL PROFICIENCY

Mac and PC Platforms, Adobe CS5 (InDesign, Photoshop, Illustrator, Dreamweaver, Flash, Fireworks, Acrobat), Freeway, SwishMax, QuarkXPress, HTML, CSS, Microsoft Office Suite (Word, Excel, PowerPoint), traditional and digital photography, photo-realistic illustration and painting skills. Working knowledge of (and hands-on experience with) social media and mobile platforms and applications, and proven ability to quickly master a variety of new software and programs.