


# Steven J. Vasilakis

PRODUCT DESIGNER VISUAL ARTIST UX LEADER

 StevenVasilakis.com

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 PLAINFIELD, IL. 60544

## Professional Skills

- UI/UX web and mobile
- Visual design
- Enterprise software
- WCAG/ADA
- User research
- Print and digital
- Advanced prototyping
- Front-end development
- Corporate identity
- Brochures, annual reports
- Motion graphics

## Technical Skills

- Axure RP, Figma
- Adobe Creative Cloud (Illustrator, Photoshop, InDesign, XD)
- Sketch, Invision, Zeplin
- Mobile + Responsive design
- Powerpoint
- Balsamiq
- Multimedia experience
- HTML5, CSS3
- Wordpress
- MS Office

## Soft Skills

- Great communicator
- Team player
- Valued partner
- Organizational skills

*References available upon request*

## Creative Strategy

22+ years veteran creative professional designing digital products with a focus on great user experience. I bring innovative vision, communication skills, creativity, graphic design, problem solving and technical expertise to local and global brands.

## Work Experience

### Wells Fargo

Lead Product Designer VP, Brand Ambassador  
Hoffman Estates, IL, January 2023-present  
Senior Product Designer, Hoffman Estates, IL, May 2019-2023

- UX/UI design of enterprise software platforms
- Mobile and desktop design
- Illustration, data visualization, theme creation
- User interviews and testing
- Figma, Axure RP, Illustrator, Adobe CC
- Wireframes, interaction documentation, interactive prototypes
- Design systems
- ADA/WCAG remediation
- Site maps, journey maps, task flows, agile scrum
- Project management tools: Confluence, Jira

### IVY Marketing Group

Digital Art Director, Glen Ellyn, IL, Jan 2016 - May 2019

- Created marketing materials across print and interactive media
- Graphic design: signage, annual reports, corporate identity
- Research and reporting based on analytics and user feedback
- Web and mobile UI/UX, wireframes and prototyping
- Banner ads, motion graphics, illustration, design style guides
- Front-end website development,, HTML, CSS, javascript

**CLIENTS:** Friendship Senior Options, The Merion, Monarch Landing

### Telusys Inc.

Interactive Art Director UX/UI, Chicago, IL, Feb 2005-April 2015  
Web Designer, Chicago, IL, Feb 2000-January 2005

- UI/UX design for Telusys's enterprise software, SAAS
- SmartSite CMS, Sitemanager hosting admin suite
- Web and mobile UI/UX, banner ads, motion graphics
- Design systems, Illustration, data visualization
- Wireframes and interactive prototypes
- Front-end website development, HTML, CSS, javascript
- Management of junior designers/production team

**CLIENTS:** Hyatt, American College of Surgeons, HIMSS, AHIMA

## Freelance/Contract Work

### **CrossCountry Mortgage**

Visual Designer, Chicago, IL, 2019

- Microsite templates for advisors
- Landing pages for several product lines
- Event landing pages

### **The MX Group**

Interactive Designer, Burr Ridge, IL, 2015

- vAuto website
- Banner ads
- Photo retouching
- Powerpoint decks

### **Chamberlain Group (Liftmaster)**

Interactive Designer, Addison, IL, 2015

- Email designs
- Landing pages
- Interactive quiz for tradeshow event

## Awards

- National Mature Media Awards, Silver, Monarch Landing Website, 2017
- Classic Residence by Hyatt, Website Excellence Award, 2001

## Education

- Columbia College, Chicago IL., BA, Interactive Multimedia, 2000
- University of Illinois, Chicago IL., Chemical Engineering, 1992-1994

## Certifications

- UX Certification - Nielsen Norman Group