

Accomplished, tech-savvy creative executive with wide-ranging experience in multichannel advertising, omni-channel marketing, global branding, product development, information architecture, user experience, and customer centric design. Exceptionally grounded leader with over 15 years of hands-on experience managing multidisciplinary design teams to deliver strategic concepts and customer facing product solutions on-time and within budget, utilizing scalable techniques and forward thinking technology principles.

Currently seeking leadership opportunities.

Essential Duties & Responsibilities / Employment History

SEPTEMBER 2019
to PRESENT

Role: Creative Director
Company: Extractable

- Inspired and designed products for the financial and healthcare sectors, persistently driving client focus towards innovation and digital best practice.
- Championed bold and original approaches to solving client challenges and identifying areas of opportunity, while presenting and fostering adoption by executive stakeholders.
- Used customer data and strategic insights to guide creative vision work and support business development efforts.
- Partnered closely with UX designers, interaction designers, developers and engineers to develop strategic direction and deliver outstanding digital experiences within a range of digital media types and emerging platforms.
- Managed and mentored all members of the creative team and fostered cross-discipline collaboration.
- Produced high quality design that represented the user experience as defined in functional specifications, wireframes, flow diagrams, schematics and prototypes.
- Pushed experience design innovation both aesthetically and technologically.
- Worked with the project management team to ensure smooth project workflow from concept through delivery.

Clients: Beneficent Group | California Coast Credit Union | VyStar Credit Union

SEPTEMBER 2017
to SEPTEMBER 2019

Role: Creative Director / Design Lead (Mobile UX - Omnichannel)
Company: U.S. Bank

- Led the creative and user experience teams through simultaneous launches, guiding strategy and organizational alignment for digital products including internal transfers, bill pay, mobile check deposit, account activity and P2P payments (Zelle®).
- Played an instrumental role in defining internal processes and growing strategic design as an internal consultancy.
- Canvassed and interviewed users to identify pain points and developed foundational insights into users' thoughts, behaviors, needs, and goals.
- Designed and prototyped product and service offerings, to guide strategy and organizational alignment across functional areas.
- Helped define and shape creative standard across all aspects of the engagement (web, iOS, and Android) - from design research, to concept design, to visual communication, to articulating business rationale.
- Provided a pragmatic balance of exerting a strong POV with the ability to let go and hand-off work to junior design strategists and internal clients when needed.
- Assisted clients and internal partners in identifying experience opportunities and solving any and all business challenges.
- Designed within strict compliance guiderails, adhering to ADA, A11y, and 508 accessibility standards.

NOVEMBER 2012
to APRIL 2017

Role: Head of Global Creative – Digital (US, LACA, EU, APAC)
Company: Western Union Digital Ventures

- Worked hand-in-hand with executive leadership to revitalize the age-old brand through the creation of a comprehensive communications platform designed to expand the product consideration set of millennial consumers in 40 new global markets.
- Developed the corporate strategy and global operational model for the creation of Western Union's first in house full-service creative agency, ensuring the delivery of high impact, strategically grounded creative for several divisions of the company's core business.
- Oversaw the conceptual development and completion of more than 1600 global 360° campaigns and marketing initiatives, leading to over \$15 million in annual cost savings.
- Architected an enterprise level agile project management solution to supervise the day-to-day operations of multiple creative shops and multi-disciplinary design teams based in the US, Canada, UK, Lithuania, Costa Rica, Morocco, and the Philippines.
- Supervised all phases of the production process to ensure global creative consistency for paid media, programmatic display, email, on-site creative, social media, mobile and app store communications, print and point of sale graphics, video production, and trade show graphics and installations.
- Managed the global marketing production schedule, set project expectations, and clearly communicated key objectives with multiple stakeholders.

INDUSTRIES

Agency
Entertainment
Finance (FinTech)
Healthcare
Hospitality
Information Technology
Media
Nonprofit
B2B, B2C

MANAGEMENT

Extensive experience managing diverse personalities in deadline driven environments, establishing employee career development programming, leading cross-functional team collaboration, and developing industry outreach opportunities. Strong organizational skills coupled with experience managing multiple design teams.

SKILLS

Hands on expertise coding in HTML5, CSS3, Bootstrap, XML, JavaScript and ActionScript. Expert in Agile/Scrum principles (Jira, Confluence, Trello, Basecamp, Wrike, & Rally). Excellent drawing, painting, design, & photography skills. Extensive expertise with spot/four-color process printing. Packaging experience. Video production experience.

TOOLS

Sketch
Figma
Adobe Creative Suite (Photoshop, Illustrator, Indesign, Premiere, Aftereffects, & XD).
Microsoft Office (Word, Excel, Outlook & PowerPoint).
iWork (Keynote, Numbers, & Pages).
Prototyping (InVision, Axure, Principle, Proto.io, Atomic & Flinto).
Wireframing (Omnigraffle, Balsamiq).

PLATFORMS

Mac OS
Windows
iOS & Android

EDUCATION

La Accademia di Belle Arti di Firenze.
University of Florence, The Academy of Fine Arts, Florence, Italy. July 2000

B.F.A., Studio Art & Graphic Design.
December 2000. HSU |California State University, Arcata, CA.

LANGUAGES

Fluent in Italian.
Comprehensive Spanish.

OCTOBER 2008
TO DECEMBER 2012

Role: Director, Creative & User Experience
Company: Delivery Agent

- Directed the development and execution of site launches, redesigns, channel launches, new product features, and promotional marketing campaigns.
- Oversaw all phases of the product development process and set the strategic and creative direction for the company's suite of online products.
- Managed an intense production schedule and clearly communicated vision to a wide variety of stakeholders.
- Developed an Agile/Scrum project management framework to supervise the day-to-day operations of several cross-functional teams ensuring the delivery of polished, market ready products and services.
- Managed, inspired and guided a team of 12 visual designers, contractors, and outside vendors to creative excellence as a mentor, including career and skill, development.
- Led and continually evolved the creative process in order to improve efficiencies and scalability within the project lifecycle.

Clients: BBC Worldwide | Live Nation | Turner Classic Movies | Playboy | Star Trek | 2012 London Olympics | USTA

JULY 2007
TO OCTOBER 2008

Role: Art Director
Company: Delivery Agent

- Managed and mentored the creative team while ensuring all client deadlines were met, on brand, and within scope and budget.
- Personally designed comprehensive e-commerce sites as well as flash and video applications for high traffic, high revenue clients.
- Developed a scalable creative process that delivered consistent, high quality work in the most time efficient way possible.
- Managed project timelines and deliverables for over 60 entertainment and network clients.
- Developed multimedia presentations for business development projects and new business opportunities.
- Co-directed user experience and defined guidelines for use across all client web sites.
- Defined brand guidelines for multiple domestic and international partners.

Clients: Discovery Communications | A&E Networks | NBCUniversal | FOX | ABC | CBS | MTV | UFC | NFL | FIFA

JUNE 2006
TO JULY 2007

Role: Senior Manager of Visual Design
Company: Delivery Agent

- Designed intuitive, best of breed websites within the e-commerce space utilizing best practice techniques and innovative online technologies.
- Owned the entire creative design process for individual marketing campaigns for multiple clients.
- Demonstrated ability to follow style guidelines and incorporate verbal direction into all projects.
- Followed through with all creative initiatives and projects with a sense of urgency and attention to detail.
- Executed artistic sensibility and knowledge of design fundamentals such as adjustment layers, masks, filters, smart objects, and color separation.
- Proofed incoming/outgoing materials for conformance to brand guidelines and site specifications.
- Collaborated and worked pro-actively with the Business Management and Email Retention teams.
- Organized, managed and track time for all projects.

JUNE 2003
TO JULY 2006

Role: Lead Graphic Designer
Company: Boxport


- Designed in-room retail catalogs and implement e-commerce websites for multiple International Hotel and Resort Corporations.
- Oversaw art direction for catalog design, product photography, retail packaging, and post-production work for multiple retail projects.
- Developed concepts and creative solutions that were on target with client budget and marketing strategy.
- Designed and deployed web concepts and user interfaces to guide users seamlessly through the online shopping experience.
- Worked directly with members of the product development staff to design products and product packaging for individual hotel clients.
- Assisted in the reconstruction of the company database and content management system to incorporate mainstream elements and utilities consistent with larger e-commerce websites.

Clients: Kohler | Rock Resorts | Kimpton | Mandarin Oriental | Shutters | Wynn | Hard Rock | Le Parker Meridien

FEBRUARY 2001
TO OCTOBER 2002

Role: Graphic Designer
Company: Mama-net

- Designed and developed corporate identities for international clients throughout the European marketplace.
- Created logos, catalogs, posters, signage, product packaging designs, menus, leaflets, letterheads, and business cards.
- Created presentations for special events and national conferences.
- Designed numerous Flash and PowerPoint presentations for web use.
- Coordinated appointments with external clients and partners to discuss project proposals.
- Translated Italian and English documents for web sites.

 stephenyugoff.com

AWARDS & ACCOLADES



American Advertising Federation
MOSAIC Awards:
Best Multicultural Digital Campaign
(2016)



Dire e Fare Magazine:
Awarded premiere prize for
"Innovation in Design" (2002).



IAC Award:
Best of Show: Best Financial Services
Online Campaign (2016)



OMMA:
Best Hispanic Marketing Campaign
(2016)



Oprah Magazine
Published as one of Oprah's favorite
things (2006)



PRO Award:
Best Cross-Channel Campaign (2016)



Reggie Awards:
Gold, Best National Consumer
Campaign over \$3 Million (2016)
Bronze, Best Digital and Mobile
Campaign (2016)



W3 Awards:
Gold, Marketing in Integrated
Campaign-Branding (2016)
Gold, Discovery Store (2009)
Silver, Marketing in Online
Campaign-Banking/Bill Paying
(2016)
Silver, Marketing in Marketing
Effectiveness-Banking/Bill Paying
(2016)
Silver, Marketing in Online
Campaign-Branding (2016)
Silver, E-commerce TCM (2012)
Silver, E-commerce HBO (2009)



WU Lion:
Gold, Best Digital Campaign (2015)
Silver, Breakthrough of the Year
(2016)

MISCELLANEOUS

Stage tech for alternative
group "Radio Head".