



# STEVEN CIANCANELLI

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## Visual & Interactive Art Director

Enthusiastic and versatile art director leading design projects to grow top brands. An engaging communicator steering clients, design teams, agencies and stakeholders with clear creative vision and execution. A respected, hands on mentor who fosters collaboration and professional growth and a proactive problem-solver driving progress to meet critical deadlines and performance goals.

Art Direction	Branding	User Experience/User Interface	Client Relations	Pitches & Presentations
Graphic Design	Illustration	Web/Mobile/Responsive Design	Agency Management	Team Development

## EXPERIENCE

### PRICELINE.COM *New York, NY*

#### Art Director of Brand

November 2015 - March 2017

- Directed projects supporting the rollout and internal communication of the 2016 brand refresh.
- Ensured consistent on-brand messaging and user experience as a consultant and partner to product teams.
- Built the brand design team to deliver external and internal branding campaigns while overseeing agency, social media and advertising.
- Mentored junior team members to develop skills and talent in design, presentation, and project management.
- Developed and executed creative concepts for company events, marketing campaigns and internal communications.

#### Senior UI/UX Designer

May 2014 - November 2015

- Led User Experience and Visual Design for the Priceline.com mobile site.
- Increased conversions by approximately 19%, leveraging A/B testing to identify and implement high-impact design enhancements.
- Championed cross-platform harmony by leading brand-unifying projects.
- Fostered team collaboration and development by leading meetings to share work, learnings, best practices and emerging tools and trends.

### CREATIVE CONSULTANT *New York, NY*

#### Art Director

December 2011 - Present

- Leveraged versatile design experience to lead projects for clients including Starwood Hotels & Resorts, Talbots, New York Road Runners, Toyota, Light Sources Inc., Revolver, Guitar World and Maxim.
- Completed projects spanning visual and interactive design, user experience design, responsive design, corporate identity, and graphic design.
- Published 300+ illustrations for magazines, storyboards, and design concepts.
- Exhibited in galleries in New York, Philadelphia, Connecticut and San Diego.

### FRY INC. *now Oracle, New York, NY*

#### Senior Art Director

January 2009 - December 2011

- Creative lead for top-tier clients, including Canon, Godiva Chocolatier, The Children's Place, Hannaford Supermarkets, and Bare Necessities.
- Managed client relationships from discovery to align pitch media and presentations with client vision and expectations.
- Crafted proposals to win new business in the social media and mobile space.
- Guided junior team members as a design project manager and mentor.



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## FRY INC. *(continued)*

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### Art Director - Godiva.com

September 2006 - January 2009

- Drove a 40% increase in year-over-year holiday season business as the creative lead for the 2009 Godiva.com redesign.
- Crafted and communicated creative concept for all online retail design collateral, photography, web ads, social media content, and email.
- Collaborated with client to steer and develop marketing visuals, language and voice for seasonal campaigns.
- Directed seasonal photo shoots for all online photography.

## ROYAL FLUSH MAGAZINE *New York, NY*

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### Co-Founder

January 2000 - January 2009

- Co-created and grew an independent magazine to national distribution.
- Designed and established brand identity and visual standards.
- Edited written and visual content and assigned work as the Managing Editor; designed layouts and created illustrations.
- Increased brand recognition and readership by leading marketing and partnership campaigns and events.

## BOLT MEDIA *New York, NY*

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### Senior Designer

July 2005 - August 2006

- Led the design of a new brand identity and site for GameRevolution.com.
- Designed the Boltfolio.com site, including UX.
- Developed sales and marketing programs and created site collateral for Bolt.com.

## VNU eMEDIA INC. *now AC Nielsen, New York, NY*

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### Designer

August 2006 - July 2005

- Designed and produced large B2B publication sites including Adweek, Mediaweek, Editor & Publisher, and Billboard.
- Designed and coded approximately 40 sites for a two-year long project to convert 250 static sites to dynamic content sites.

## EDUCATION

### BFA, Drawing and Painting

School of Visual Arts, New York, NY  
Silas H. Rhodes Scholarship

## TECHNICAL PROFICIENCY

Photoshop  
Illustrator

Indesign  
Sketch

Invision  
Sublime

HTML/CSS  
Power Point