

# STEVEN CIANCANELLI

## Creative UI/UX & Design Systems Leader

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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.

### CAPABILITIES

**Skills:** Creative Direction | Design Systems | UI/UX Design | Responsive Design | Branding | Cross-Discipline Collaboration | Leadership & Mentoring | Usability & Accessibility Standards | User Testing | Scheduling | Team Building | Presentation & Design Communication

**Technical Skills:** Figma | Adobe Creative Suite | Confluence | Productive | HTML, CSS | Motion Graphics

**Fun Stuff:** Classical Trained Artist | Screen Printer | Novice Guitar Builder | Toy Collector

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### EXPERIENCE

#### Rebellion Design Company | Senior Art Director, Studio Lead

April 2017 - PRESENT, New York

- **Lead the creative development of several brand Design Systems** for enterprise clients from concept to completion.
- Directed projects to develop and align Figma design libraries to match with CMS components, reducing design and development time.
- **Managed client-side development teams** through execution of Design Systems from concept to CMS implementation.
- Optimised CMS authoring processes resulting in **reduced lead time and design/development effort by 25%**.
- Studio Lead for Agency of Record projects including retainer design work, project management, and design system updates and documentation.

#### Priceline | Art Director, Brand

November 2015 - March 2017, New York

- **Directed internal communication projects to roll out the 2016 brand refresh.**
- Ensured consistent on-brand messaging and user experience as a liaison to product teams.
- **Built and managed the brand design team from 1 to 4 members** to deliver external and internal branding campaigns while guiding partner agencies, advertising and social media campaigns,

- Mentored junior team members to develop skills in design, presentation, and project management.
- Developed and executed creative concepts for company events, marketing campaigns and internal communications.

## Priceline | Senior UI/UX Designer

May 2015 - November 2015, New York

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

## Fry , Inc. | Senior Art Director

September 2006 - December 2011, New York

- Creative lead for top-tier clients, including Canon, Godiva Chocolatier, The Children's Place, Hannaford Supermarkets, and Bare Necessities.
- **Drove a 28% increase in year-over-year holiday season business** as the creative lead for the 2009 Godiva.com redesign.
- **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 design project manager and mentor.
- Crafted and communicated creative concepts for all online retail design collateral, photography, web ads, social media content, and email.
- Collaborated with clients to steer and develop marketing visuals, language and voice for seasonal campaigns.
- Directed seasonal photo shoots for all online photography.

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## EDUCATION

School of Visual Arts | Bachelor of Fine Arts

New York, NY

## MENTORING

Guest Speaker (Reoccurring) | Design Thinking, Parson School of Design

New York, NY

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