

BRADFORD STEVENS

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PROFILE

Executive-level creative leader known for delivering exceptional brand and creative direction at the helm of top-talent teams. Demonstrated history of steering stellar creative services, enabling organizations to reach target audiences through compelling, influential branding and design. Brand champion and trusted creative thought leader, dedicated to ensuring valuable consistency and cohesion across quality, standards, and internal cultures.

AREAS OF EXPERTISE

- Brand & Creative Services Leadership
- Team & Division Management
- Brand Strategy & Execution
- Brand & Quality Standards
- Creative Asset & Content Strategy
- Client & Stakeholder Relations
- Digital Accessibility Management
- Design & Print Production
- Cross-Functional Leadership

EDUCATION

Master of Science in Graphic Communications Technology Management, Kean University

Bachelor of Fine Arts in Graphic Design, Old Dominion University

INDUSTRY LEADERSHIP

President, New Jersey Creative Professionals (NJCP)

Vice President, Jersey Shore PR & Advertising Association (JSPRAA)

CAREER EXPERIENCE

New York University, New York, NY

01/2012 – Present

Director, Print and Digital Design Production

Shape and execute creative vision across the NYU School of Professional Studies (NYU SPS), leading top-performing teams in the creation of world-class content. Steer strategic direction and decision-making, managing cross-functional teams, vendors, and stakeholders to ensure unity. Advance technology capabilities, sourcing and selecting cutting-edge tools to ensure competitive capabilities. Drive the evolution of divisional roadmap and plan, propelling operational change.

- Safeguarded and strengthened NYU brand and brand consistency, governing the full scope of brand guidelines, including color, font, layout, and design elements across all division design projects; served as final authority on design approvals or rejections, ushering clients into brand standards and consistency for optimal outcomes.
- Directed a diverse team of creative experts, unifying designers, writers, editors, freelancers, and interns under a common brand vision.
- Partnered with HR to shape and steer staffing operations, defining job roles and conducting interviews to attract and retain top talent; governed the full employment lifecycle from interviewing and onboarding through termination, fostering a culture of excellence and engagement through hands-on development and clear communications.
- Spearheaded the end-to-end project management system implementation initiative, vetting and selecting the Asana system to drive a 50% improvement in job request efficiency and activating centralized communications, automated task assignment, and annual reporting.
- Pioneered AI adoption within the design team, integrating ChatGPT and Adobe Firefly for daily operations to optimize editorial and visual aspects across projects, build consistency across images, and streamline workflows.
- Mastered digital accessibility in Adobe InDesign and Acrobat, executing a major manual remediation of website PDFs, ensuring PDF-UA compliance surpassing WCAG 2.0 AA standards, and elevating work quality and efficiency with the adoption of AxesPDF and CommonLook PDF tools.
- Initiated a cloud-based PDF project submission process to streamline and improve client feedback, eliminating version control issues and enabling feedback from multiple users, as well as facilitating collaborative discussion and iteration.
- Headed the development of comprehensive content, style, and formatting templates, capturing more than \$500K in annual costs through improved project efficiency and overall quality.
- Developed and controlled the NYU SPS 85th Anniversary celebration brand and messaging, creating premium treatment and imagery to support world-class reputation.

O2 Marketing Communications, Inc., Brielle, NJ
Senior Art Director

09/2009 – 01/2012

Helmed high-impact creative content production and management, building exceptional branded cohesiveness within firm client groups. Governed innovative marketing campaigns, online strategies, and branding standards, empowering successes for high-ticket clients through top-tier content and approaches.

- Partnered directly with the President and Sales & Marketing team to shape creative, bid-winning proposals and pitches for top-name clients including Johnson & Johnson, Sanofi-Aventis, Pearson Education, Lockheed Martin, and Vonage, capturing \$10M in annual contracts.
- Built custom online strategies, defining SEO, social media, website metrics analysis, and online advertising approaches tailored to unique corporate goals.
- Produced an award-winning, multimillion-dollar budget direct mail campaign for RoC skincare (client: Johnson & Johnson), leading campaign from conception through execution to win three Jaspers, two Astras, two Impacts, and one ADCNJ award.
- Established stringent, company-wide branding standards, forging a unique logo, typeface usage, editorial style, color scheme, and collateral for clients including Ideal Tile, For-Shore Weed Control, and The Garden State Film Festival.
- Comprehensively redesigned and rebuilt a client website, catalyzing a major rebrand for Ideal Tile and embedding tracking capabilities for more than 10K warehouse items, dynamic multimedia content, social media integration, and a customized branch location finder with bespoke SEO strategies.

Fiserv, Jersey City, NJ
Art Director

02/2005 – 09/2009

Directed a cross-functional team of in-house designers, vendors, and talent, leading market-captivating campaigns and collateral aligned to the Fiserv brand and messaging. Oversaw the implementation of major production budgets, promotional branding, and communications collateral, establishing a consistent and cohesive brand image.

- Executed a major marketing campaign to empower the successful launch and growth of a leading product (APL) in the \$1.7T retail managed accounts industry.
- Defined promotional branding, driving engagement and participation for numerous high-profile industry trade shows with resulting revenue growth of \$200K, client growth of 12%, and client retention increase of 22%.
- Initiated a tailored bidding process to cut vendor costs by up to 20%.
- Authored quarterly reports, multimedia presentations, and flash presentations, supporting organization-wide engagement, client pitching, and investor relations.

ADDITIONAL EXPERIENCE

Creative Consultant, DermSquared, Remote
Freelance Graphic Designer, Nickelodeon, Remote
Senior Graphic Designer, Feury Image Group, Newark, NJ
Graphic Designer, ADC Telecommunications, Inc., Cranbury, NJ

PROFICIENCIES

Leadership Skills

Branding & Identity; Concept Development; Copywriting; Corporate Identity; Creative Direction; Creative Strategy; Digital Accessibility; Digital Media; Digital Strategy; Graphic Arts; Integrated Marketing; Interactive Advertising; Management; Marketing Communications; Print Production; Social Media; Web Content Accessibility Guidelines (WCAG) 2.1; PDF/Universal Accessibility (PDF/UA)

Industry Knowledge

Book Design; Brochures; Catalogs; Color Correction; Color Management; Desktop Publishing; Digital Printing; Direct Mail; Graphics; Image Manipulation; Layout; Logo Design; Marketing; Offset Printing; Packaging Design; PDF Accessibility; Pre-Press; Preflight; Production Management; Publishing; Typography; Web Design

Tools & Technologies

CommonLook PDF; axesPDF; Adobe Creative Suite (Adobe Acrobat, Dreamweaver, Illustrator, InDesign, Photoshop); Asana; CSS; Canva; Figma; HTML; HTML5; Excel; Word; PowerPoint; Monday; Wix

AWARDS

Five-time winner of the Bronze UPCEA Marketing Award (The University Professional & Continuing Education Association), five-time winner of the Silver UPCEA Marketing Award, two-time winner of the Gold UPCEA Marketing Award; three-time winner of the Gold IMPACT Award (Business Marketing Association of New Jersey); six-time winner of the Gold JASPER Award (Jersey Shore Public Relations and Advertising Association); one-time winner of the Silver ADCNJ Award (Art Directors Club of New Jersey).

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