

stephen gray joyce

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MFA Graphic Design

NC State University
College of Design
2000–2003

BFA Graphic Design

Savannah College
of Art and Design
1996–2000

Areas of Expertise

Identity / Brand Design
UX/UI / Product
Service Design
Package Design
Motion/Video/Animation
Advertising
Information Design
Systems Design
Experiential / Event
Email, Social Marketing
E-Commerce
Concept Development
Creative Management

Industry Expertise

Consumer Goods
Retail / E-Commerce
Emerging Technology
Outdoor Sports
Apparel
Travel
Entertainment
Alcohol / Liquor

Assoc. Group Creative Director at Google_ Firewood Marketing / July 2018-PRESENT

Creative Director at Google_ Firewood Marketing / July 2017-2018

Embedded at Google, leading a creative and strategy team of 30+ in the development of marketing and brand communications for the Google's Global Small Business Marketing teams supporting Google Ads, YouTube Advertising, and Google My Business. Additionally I oversee creative efforts for exec-level Googlers' keynote and event presentations, as well as supporting the creative needs for Google's efforts in diversity marketing such as Pride.Google.com and its global presence at Pride events and festivals. In January of this 2018, I was appointed to the Google SMB Global Creative Review Council, where I serve to advise the Global Creative Leads in reviewing all customer-facing work from the SMB organization, including strategy, user-experience and brand voice & integration.

CLIENTS: Google, YouTube

Principal, Design Director_ ENGIN3, LLC / 2003-PRESENT

Consulting CD/ACD, Design Lead and Writer, independently and embedded in-house with agencies, design studios, start-ups, brand consultancies. Working across digital, social, print, motion disciplines. Integrated with existing teams to lead concept development, design and execution of holistic + systemic solutions.

CLIENTS: Nivea, Amazon, Intuition Robotics, Diageo, Gap, Old Navy, Jawbone, Intel, HP, Samsung, Netflix, Kraft Foods, Artá Tequila, Aleve, Home Depot, Oscar Mayer, Hyatt

Design Lead + Creative Director/ACD_ Freelance / 2016–2017, 2010–2014

Brand Design, Art Direction, UX/UI, Systemic Multi-channel Design (web, motion, email, social, and display), Package Design, Advertising, Marketing, Concept Development, Commercial Photography and Video.

AGENCY CLIENTS: fuseproject / 2016–17, 2013-14 Razorfish SF / 2013
Evolution Bureau / 2013 Leo Burnett CHI / 2013
Simple Truth / 2013 Critical Mass CHI / 2012
Energy BBDO / 2012 Belly Card / 2011–2012
360i CHI / 2011 Euro RSCG CHI / 2010–11
Camp+King / 2010–11

Director, Art + Design_ Liftopia, Inc. / 2014-16

Develop and lead all design projects. Define, evolve and execute the style guide, including expansion of visual libraries, typography, photography, video, and supporting elements. Shoot, direct and edit photography and video. Copywriting and editing.

Senior Art Director_ Wunderman / 2008-10

Brand Design, Art Direction, UX/UI, Package Design, Advertising, Marketing, Events

CLIENTS: XBOX 360, Kraft Foods, Goodyear Tire Co., Rock For Kids, Scotts, Craftsman

Senior Art Director_ EURO RSCG / 2006-07

Brand Design, Art Direction, UX/UI, Package Design, Advertising, Photography, Video.

CLIENTS: Barilla Pasta, Potbelly Sandwich Co., Valspar, Effen Vodka, Sears, Citi

Art Director + Visual Designer_ Freelance / 2005–06

Art Direction, Advertising, Marketing, Photography and Video.

AGENCY CLIENTS: Cramer-Krasselt / 2005 Discover Financial / 2005–06

Art Director_ Bagby + Co. / 2003-04

Identity Design, Art Direction, Web Design, Advertising, Photography.

CLIENTS: Sony Electronics, Sony VAIO, International Truck & Engine Co.

Design Instructor, Lecturer / 2003-PRESENT

Carnegie Mellon University_ Communication Design Department
Chicago Portfolio School_ Advertising & Design Department

Columbia College of Art_ Graphic Design Department
University of Cincinnati_ DAAP, Digital Design Department
University of Wisconsin, Milwaukee_ Peck School of Art & Design

Skillset

Adobe CC, Sketch, After Effects, InVision, Omnigraffle, Keynote, Final Cut, G-Suite, HTML 5, CSS, Microsoft Office, Studio One, Sound Booth, Logic, Quark, Fontographer

Photography, typography, illustration, video direction/production, audio recording and production, animation, editing, writing, letterpress, screen printing