

# Steve Canine

42 CALVERT COURT  
PIEDMONT, CA 94611  
415 845.0885  
STEVE@STEECANINE.COM  
WWW.STEECANINE.COM

## OBJECTIVE Creative Director

### SUMMARY OF QUALIFICATIONS

Senior design and marketing professional with excellent client relationship management skills and over 14 years experience in managing high performing creative teams in the areas of visual design, user experience design, and marketing. Experience includes managing in-house creatives as well as teams within award-winning design firms, serving clients in the areas of financial services, technology, human resources, life sciences, and professional services.

- » Experience managing teams of writers, visual designers, user experience designers, and information architects to create high impact corporate identity and collateral systems, direct mail and cross-channel marketing campaigns, websites, and online tools and applications.
- » Excellent collaboration skills, resulting in strong working relationships with clients, partners, and colleagues.
- » Exceptional verbal and written communications skills.

### PROFESSIONAL EXPERIENCE

2006–PRESENT | ART DIRECTOR, CREATIVE GROUP MANAGER

Wells Fargo; San Francisco and Oakland, California

Six years in-house experience leading a number of design and creative teams both within line-of-business as well as shared-service environments. Roles include Art Director and Design Manager for the Funds Management Group, Art Director and Design Manager for Team Member Marketing, and Creative Group Manager for Enterprise Creative Group. Highlights include:

- » Managed and art directed a team of visual and user experience designers to create multi-channel communications for a number of important internal initiatives, including the Community Support Campaign, Annual Benefits Enrollment, and the Team Member Survey. Communications channels include microsites, web banners, online applications, emails, print collateral, and direct mail packages.
- » Managed a team of user experience designers, information architects, and visual designers to create applications and websites that increase employee engagement and productivity. Examples include the Learning Center, PeopleSoft-based HR self-service applications, My Benefit (benefits enrollment tool) and job agent/Learning Center widgets.
- » Collaborated on the rebranding and visual design of the primary corporate intranet, Teamworks, as well as "Your Homepage," a customizable, next-generation version of the site based on Microsoft's MOSS platform. This version will include a number of enhancements, including social tools for team member collaboration. Site slated to launch in Q1 2013.
- » Collaborated with the Wells Fargo Brand Team to create a comprehensive set of standards for internal communications (Internal Standards module) and online web properties (Portal Standards module).
- » Art directed the design of comprehensive identity systems for Wells Fargo Volunteers as well as the Wells Fargo team member networks. This project required close collaboration with the Brand Team, Diverse Segment Managers, and representatives from the team member networks.
- » Art directed a series of photoshoots to create a photo library of team member images that currently contains more than 10,000 photographs. The unique silhouetted style of this imagery differentiates team member communications from external marketing materials and is used in a wide range of internal communications.

1997–2005 | ART DIRECTOR, CLIENT MANAGER

Casper Design Group; Berkeley, California

Eight years experience as Art Director and Client Manager for an award-winning design firm that specialized in corporate communications and which served a broad range of clients primarily in technology, lifesciences, non-profit, and professional services industries.

- » Art Director and Client Manager for PeopleSoft (now Oracle), a Fortune 1,000 client. Responsibilities included the design and implementation of a comprehensive B2B marketing collateral system, the design and art direction of an award-winning quarterly magazine, and the design and production of print and digital annual reports.

- >> Art directed and collaborated on the development of corporate identity projects, collateral systems, external websites, and digital annual reports for corporate and non-profit clients.
- >> Art directed and collaborated with a number of nationally-known photographers and illustrators, including Jeff Kern, Paul Wearing, Felix Sockwell, Ann Cutting, Craig Frazier, Eric Millette, Robert Houser, and John Hersey.

**PARTIAL  
CLIENT LIST**

- >> ALZA Corporation (now Johnson & Johnson)
- >> The Asia Foundation
- >> The California Wellness Foundation
- >> Chiron (now Novartis)
- >> DPR Construction
- >> Netflix
- >> PeopleSoft (now Oracle)
- >> Onyx Pharmaceuticals
- >> PricewaterhouseCoopers
- >> Sangamo Biosciences
- >> Solectron (now Flextronics)
- >> Sun Microsystems
- >> Yale University Press
- >> United Commercial Bank (now East West Bank)
- >> Wells Fargo

**AWARDS**

GD USA INHOUSE AWARDS

- Community Support Campaign: 2009, 2010, 2011
- Annual Benefits Enrollment: 2009, 2011
- Team Member Survey: 2011
- Team Member Networks: 2011
- Wells Fargo Volunteers: 2011

HERMES CREATIVE AWARDS

- Community Support Campaign: 2010, 2011
- Team Member Networks: 2011
- Annual Benefits Enrollment: 2011
- Wells Fargo Green Team: 2011

IABC GOLD QUILL AWARDS

- Community Support Campaign: 2009
- Annual Benefits Enrollment: 2009

LACP INSPIRE AWARDS

- Community Support Campaign: 2009, 2011
- Annual Benefits Enrollment: 2011
- Team Member Survey: 2011
- Wells Fargo Volunteers: 2011

MARCOM AWARDS

- Community Support Campaign: 2009, 2010
- Annual Benefits Enrollment: 2008, 2011
- 401(k) Campaign: 2008
- Team Member photography: 2008, 2010
- Team Member Survey: 2011

**EDUCATION**

1992 | MFA IN GRAPHIC DESIGN

Yale University; New Haven, Connecticut

1990 | GRADUATE STUDIES IN DESIGN HISTORY

University of Illinois; Chicago, Illinois

1984 | BA IN STUDIO ART

St. Olaf College; Northfield, Minnesota