

STEPHEN SCHAF

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QUALIFICATIONS SUMMARY

Driven professional with solid education and 20+ experience in creative fields and academia. Highly-skilled UX/UI designer, mentor and strategic marketer. Expert in growing client revenue through creative vision, decisive leadership and keen business acumen.

- ▶ **INSTRUCTOR EXPERIENCE:** Over four years in a full time instructor position and, including adjunct teaching, an overall 15+ years evolving digital design curriculum, technology research and interactive methodologies. High overall ratings by students. Director of student-led creative agency.
- ▶ **RELATIONSHIP DEVELOPMENT:** Strong interpersonal talents with passion for cultivating lasting investment from diverse communities. Engaging presenter and skilled written and verbal communicator. Proven ability to collaborate with colleagues. Maintains a deep empathy for users.
- ▶ **UI/UX DESIGN STRATEGY:** Well-developed ability to utilize business technologies to develop highly-creative user experiences and guide strategic planning. Mastery of asset and graphic content production. Expert-level ability with Mac OSX operating systems and Adobe Creative Suite. Proficient with Javascript, HTML, CSS and Python languages.
- ▶ **PROJECT MANAGEMENT:** Highly organized with combination of technical, digital and interactive expertise to guide project planning and implementation. Founder and President (Ex Facto) of Indianapolis Museum of Contemporary Art. Founder of Hotbed Creative, Inc.
- ▶ **KEY STRENGTHS:** Finely tuned conceptual and visual problem-solving skills with a dedication to continually streamlining and improving brand identity development. Effectively interface with key decision-makers to optimize collaboration on issues to quickly resolve problems. Results focused; able to achieve maximum impact with minimal cost. Gets the job done.

EDUCATIONAL BACKGROUND

MASTER OF FINE ARTS IN WEB DESIGN & NEW MEDIA, 2016

Academy of Art University, San Francisco, California

Valedictorian

BACHELOR OF ARTS IN GRAPHIC DESIGN & VISUAL COMMUNICATIONS, 1993

Anderson University, Anderson, Indiana

Graduated Cum Laude with Honors in Design

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PROFESSIONAL EXPERIENCE

UNIVERSITY OF COLORADO DENVER, *Denver, Colorado*

INSTRUCTOR OF DIGITAL DESIGN (2017 – PRESENT)

Competitively evolved the Digital Design program within the College of Arts & Music with a particular focus on bringing new concepts, research approaches and pedagogical models for interactive design methods to the growing discipline in a remote, online and synchronous settings. Managed an instruction load of four sections per semester with successful teaching outcomes and significant student progress. Developed curriculum for topics in digital typography, introductory digital design concepts and introductory interactive design methodologies. Appointed faculty director of the university's student creative agency, CAM Creative, fostering student learning through real-world experiences with real client projects. High overall rating of 5.1 (out of 6.0) as scored by students.

APPLE, INC., *San Francisco, California*

TECHNICAL SPECIALIST (2014 – 2017)

Developed customer relationships while adhering to the Apple culture and high standards for customer engagement. Troubleshooted hardware and software issues and instructs users of various backgrounds on how to use Apple technology. Provided concrete customer service.

HOTBED CREATIVE, INC., *Indianapolis, Indiana*

MANAGING PRINCIPAL & CREATIVE DIRECTOR (2003 – 2013)

Orchestrated all bottom-line factors including company vision, long-range planning, business development and engagement management. Supervised individual and team projects. Directed all creative endeavors and strategic initiatives for the company and clientele. Provided cross-functional management; directed CFO, Office Manager and four Junior Developers.

SELECTED CONTRIBUTIONS:

- ▶ Spearheaded growth of clientele to exceed over 100 accounts and \$600K in annual revenues.
 - ▶ Guided the discovery process, managed the customer experience and raised \$703M in new funding for the Wishard Hospital's, "New Wishard," construction project.
 - ▶ Conceptualized and directed all brand identity, trade/environment graphics, retail package design and an integrated digital campaign to create awareness for Endangered Species Chocolate. Included \$400K philanthropic capital campaign to help save habitats for endangered animals.
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ANDERSON UNIVERSITY *Anderson, Indiana*

ADJUNCT INSTRUCTOR OF PHOTOGRAPHY (2000 – 2011)

Taught Digital and Print Photography. Developed interactive and progressive curriculum for the Department of Art & Design.

SELECTED CONTRIBUTIONS:

- ▶ Boosted course enrollment by 50% over ten years.
 - ▶ Achieved 98% student approval on evaluations as well as high marks from administrators.
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BORSHOFF PUBLIC RELATIONS, *Indianapolis, Indiana*

VICE PRESIDENT & CREATIVE DIRECTOR (1997 – 2003)

Directed all user experience services, print and advertising media projects. Developed and implemented team mentor and leadership programs to foster stronger creative collaboration. Executed rollout of creative division within PR agency and trained creative team.

SELECTED CONTRIBUTIONS:

- ▶ Led team that generated a 250% increase in revenue (\$3M) over three years.
- ▶ Established foundation for a stable creative environment with 0% turnover during time with the company.