

THOR STEINFELDT

WEB / PRINT / MULTIMEDIA: DESIGNER

10 Years of Marketing
Elegant & Effective Solutions

tsteinfeldt@sbcglobal.net / 512.922.4864
www.ThorDoesDesign.com

SKILL PROFILE

- Ten-year track record of **proven web, print, and multimedia marketing results / solutions**, effective management, and accountability in leadership positions.
- Specializing in **designing, developing and optimizing websites, mobile sites / web apps, UI design, email creatives, banner ads, social media and online direct marketing campaigns**. Expertise also includes designing and developing offline marketing collateral - **billboards, pamphlets, brochures, booth displays, etc.**
- Vast experience in not only creating online and offline marketing materials but also working with various marketing teams and individuals to **develop overall campaigns and strategies to improve conversions, customer retention, product knowledge, sales and more** while maintaining company branding and vision.



PROFESSIONAL EXPERIENCE

• Creative Director

PIPELINE SUCCESS LLC.

July 2010 - Present

- » **Build, design and direct development** of online creative materials for a range of online Direct Marketing efforts.
- » Manage the creation of all **email marketing, banner ad creatives, highly-targeted microsites** and landing pages.
- » Developing and iterating both **copy and graphic design to increase conversion rates** using UI best practices in email and landing page **design and overall building / optimizing websites for online marketing**.
- » Supplying not only all design but **front-end development including - HTML, CSS, Javascript, Actionscript and PHP**.

• Senior Graphic Designer

WEYES LLC / FIND YOUR CUSTOMERS INC.

September 2007 - July 2010

- » Work with various marketing teams and departments to **produce all website design, email marketing creatives, landing pages / microsites / mobile sites** for a range of online Direct Marketing efforts.
- » In charge of all front-end development including - **HTML, CSS, Javascript, Actionscript, PHP and .Net templates**.
- » Design and produce all offline printed marketing collateral including such things as **business cards, brochures, pamphlets, billboards, booth displays and debit/charge card design. (prepaid Visa & MasterCard)**.

THOR STEINFELDT

WEB / PRINT / MULTIMEDIA: DESIGNER

10 Years of Marketing
Elegant & Effective Solutions

tsteinfeldt@sbcglobal.net / 512.922.4864
www.ThorDoesDesign.com

• Web / Graphic Designer & Marketing Consultant

January 2001 - Present

FREELANCE / CONTRACT - THORDOESDESIGN.COM

- » **10 years of design and marketing experience** working with a wide range of companies from individuals and small enterprises to large corporations.
- » Designing and developing - **Websites / Microsites / Landing pages / Mobiles sites and web apps**. Creating online email and banner ad marketing campaigns / strategies.
- » Using best practices in UI, website, and email design. As well as **optimizing, split testing and iterating for overall conversion, sales and company goal, improvements**.
- » Designing and produces offline printed media for various Direct Marketing campaigns including - **Business cards, pamphlets, brochures, booth displays, billboards and more**.

RECENT CLIENTS

- Spiceworks
- AchieveCard
- 1-800-Dentist
- Gold's Gym
- In an Instant - Heidi Klum
- Redbox
- GreenDot
- Corrective Chiropractic
- Susan Lucci - Youthful Essence

EDUCATION

• Texas State University, San Marcos, Texas

BFA: COMMUNICATION DESIGN (GRAPHIC DESIGN) / ILLUSTRATION

- » Traditional print, typography and graphic design.
- » Web design, best practices, multimedia and general online marketing mediums.
- » Well rounded educational background that included advanced upper division courses in drawing, painting, and illustration principles.
- » 3.4 GPA - Dean's list at graduation

THOR STEINFELDT

WEB / PRINT / MULTIMEDIA: DESIGNER

10 Years of Marketing
Elegant & Effective Solutions

tsteinfeldt@sbcglobal.net / 512.922.4864
www.ThorDoesDesign.com

OTHER SKILLS

- HTML / XHTML & CSS
- JavaScript / JQuery / MooTools
- AJAX
- XML
- PHP & MySQL
- ActionScript
- Basic .NET / ASPX (master page website environment)
- SVN

SOFTWARE

Versatile with PC and Mac work environments

- Photoshop
- DreamWeaver
- Illustrator
- Flash
- Fireworks
- InDesign
- Visual Studio
- Corel Draw
- Cinema 4d
- Modo
- Zbrush

If you have any questions about the information above please feel free to contact me.

tsteinfeldt@sbcglobal.net / 512.922.4864

2011 Resume Thor Steinfeldt