

STEVEN FORD

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SUMMARY:

Highly qualified in brand marketing and corporate identity design. Experience working on both the agency and client side for the largest consumer products companies. A leader in developing synergy among corporate groups with cross agendas. Successful in several growth and turn-around situations where functions were consolidated and groups combined. Experience with seminars and presenting with world design leaders for United Nations-Brazil, and A.I.G.A-New York Art Directors. A mentor to younger designers in design firms and client companies. Excellent background as individual designer. Expert in leveraging existing equities to re-fresh brand imagery and grow brand awareness.

EXPERIENCE

FORDESIGN, REDDING CT/ OGDEN UTAH 1991-PRESENT <http://www.ForDesign.net>

Directed and designed highly successful branding projects for **IBM /TrianglePark,NC**. Packaging and division identities for **DOW CHEMICAL**. Brand identity, packaging and point of purchase design for **KAME, SESMARK, CARR'S** distributed by **Liberty Richter/TREE OF LIFE and SHAFFER-CLAKE.LTD**. Reporting directly to the president, I designed the branding for Boehringer Drug/Pharmaton, and the packaging and identity systems for **GINSANA, GINKOBA, VITASANA, VENASTAT**, and several other lines of product for **BOEHRINGER -INGELHEIM PHARMA**. I have also designed packaging and point of purchase for **PEPSI, BIC, PLUMROSE, DAK, WEIGHT WATCHERS, and CUISINART**. Designed identities for financial and travel companies as well extending corporate identity into a web presence for **AEGEANSAILS.COM, MICATO SAFARI, STILLROCK MANAGEMENT, and CFO.COM**. Other programs can be viewed on my website and EleanorThompson.com

WALTER DORWIN TEAGUE, NEW YORK, NY 1989-1991 <http://www.wdta.com/pages/avstudios.htm>

I was brought into America's oldest 1917 & largest industrial design firm as Creative Director N.Y. with mandate to run the New York creative effort and develop synergy between the very large west coast operations in Redmond, and Everett supporting Boeing, the Oxnard and Johnson City divisions working with General Dynamics and the New York operations with Bombardier. I reported directly to the president in Redmond. Responsible for presentations for Teague in Bahrain, Saudi Arabia and Europe. I had a supporting role in our sales efforts, while directing design for Colgate.

BENCHMARK STRATEGIC MARKETING, WESTPORT CT 1985-1987

As design director for the headquarters office in Westport, I directed our work on numerous KRAFT FOODS packaging and identity projects, We also developed identity for CHEMICAL BANK, MOLSON, SYLVANIA, and TAMBRANDS I was liason for PROCTER&GAMBLE/Cincinnati office.

TEXAS INSTRUMENTS, DALLAS TEXAS 1981-1985 <http://www.ti.com/corp/docs/company/index.htm>

Hired by by and reporting to Gene Sulek, as manager of Marketing Communication for all division of TI. I had responsibilities for packaging, brand identity, exhibit design for C.E.S. Comdex, and Toy Fair. I had responsibility for graphic guidelines, user materials, and all items that go to consumers for divisions as varied as consumer products Touch&Tell-Speak&Spell and calculators, to DOD-HARM-Memory Chips, and Geophysical Exploration. I was awarded outstanding newcomer and contributor award corporate wide in 1983. My cost center grew from myself to 56 designers and writers, and contributed to the success of the consumer division in the best years TI had seen, and very high visibility New York Art Directors, AIGA, and Society of Illustrator awards for packaging and exhibition design.

LANDOR ASSOCIATES, SAN FRANCISCO, CA 1976-1981 <http://www.landor.com/>

I reported directly to Mr. Landor and to our liason office in Hamburg Germany. Developed corporate identity programs for LGK Bank, BOSCH, BIESTERFELD, NESTLE, and MESSE FRANKFURT. I also had primary responsibility for five years effort and many packages and branding opportunities for Sara Lee, Weaver-Tyson, DelMonte, Phillips, FRITO LAY, and Ansett Airline. I was primary contact, along with Mr Landor for quarterly meeting in Germany for Bahlsen.

ADDISON DESIGN ASSOCIATES, MEXICO CITY, MEXICO 1975-76

Art Director, mostly resort branding work (Identity and brochures) for IAS HADAS and other holdings of GRUPPO ALFA / CaminoReal.

EDUCATION AND SKILLS

<http://www.experiment.org/>

Art Center College of Design-Pasadena CA Graduate work in Public Graphics, Branding, and Advertising Graphics.
BFA. University of Utah Graphic Design Program, minor in marketing and philosophy, DeltaPhiKappa, Scholarship-journalism/photography
School for International Training-Brattleboro VT, Tour guide to Austria, Experiment in International Living. (translation experience-Fluent in German)
Member: Brandesign Association, AIGA, NAPP (Photoshop Professionals) Certification in Web Design, Flash, and Dreamweaver
Expert level in AdobeCS2 programs. (Photoshop, Illustrator, InDesign, Adobe Bridge)
Symposium speaker for Imageminagem-United Nations program for international packaging for Export-SaoPaulo Brazil.
Owner of Home Photostudio with 36 megabyte SinarBron 23 CaptureBack Sinar P2 4x5, Hasselblad and Nikon systems. Expert retouching.
Personal photography at: <http://www.flickr.com/photos/13833256@N00/> Experience as staff photographer at Salt Lake Tribune.
Member of the Ogden Community Foundation and Envision Ogden. References from brand managers and business leaders available upon request.

<http://www.photoshouser.com/members/portfolios/view/gallery/763395>