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## STEVEN FORD

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**SUMMARY:** Highly qualified in photography, image building, brand marketing and corporate identity design. Experience working on both the agency and client side for the largest consumer products companies. Successful in several growth and turn-around situations where functions were consolidated and groups combined. Strong Industrial Design background IDSA. AIGA. NAPP. ASMP. Experience with seminars and presenting with world design leaders for United Nations-Brazil, and A.I.G.A-New York Art Directors. Expert in leveraging existing visual brand equities to re-fresh brand imagery and grow brand awareness. A generalist, with experience in technical design areas.

## EXPERIENCE

**LIFETIME PRODUCTS, FREEPORTCENTER, CLEARFIELD, 2009-2011** <http://www.lifetime.com/>

Designed and built new high end photographic studio at Freeport Center to replace expensive outside day rates previously paid in California. Found all locations, props, models, etc. and did all photography for all brochures, website, P.O.P., Trade Show etc for Lifetime world wide. Specified and purchased all new equipment. Worked closely with design managers and program managers to execute design briefs and support world-wide efforts with Costco, Dick's Sporting Goods, Sam's Club, etc. in maintaining world leadership position in category.

**FORDESIGN, OGDEN, OGDEN, UTAH - WILTON, CT.** <http://www.ForDesign.net>

Directed and designed highly successful branding projects for **IBM/TrianglePark,NC**, Corporate or division identities for **AUTOLIV/EQUADOW CHEMICAL/BENEFIT CAPITAL**. Reporting directly to the president, I designed the branding, packaging, identity systems, and sales support for **GINSANA, GINSANA, VITASANA, VENASTAT, MOVANA, PRELIEVE for BOEHRINGER - INGELHEIM PHARMA**.

I have also designed packaging and point of purchase for **PEPSI, BIC, PLUMROSE, DAK, WEIGHT WATCHERS**, and **CUISINART/CONAIR**. Fordesign has designed several ski and apparel designs for Goode Ski Technologies in Ogden, Financial Identity/naming-Ci design for <http://www.focus1associates.com/> Packaging and point of purchase design for **SESMARK & CARR'S** crackers, as well as the identity, packaging, point of purchase and sales support for 120 SKU's of **KAME** oriental foods. <http://www.kame.com/>

**WDTA ASSOC. (BOEING) NEW YORK CITY, 1989-91** <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 DESIGN, WESTPORT CONNECITCUT, 1987** Design Director <http://www.interbrand.com/>

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, 1983-1987** Marketing Communications Director <http://www.ti.com/>

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, (Consumer Electronics C.E.S.)

**LANDOR ASSOC, SAN FRANCISCO 1976-1983** Senior Associate-Germany <http://www.landor.com/>

I reported directly to Walter 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 in branding opportunities for Sara Lee, Weaver-Tyson, DelMonte, Phillips/NMorelco-Eindhoven, FRITO LAY, and Ansett Airline. I was primary contact, with Mr Landor for quarterly meeting in Germany for Bahlsen.

**ADDISON DESIGN-ADVERTISING, MEXICO CITY 1975-76** [http://addisondesignassociates.com/index\\_flash.html](http://addisondesignassociates.com/index_flash.html)

Art Director, working mostly on resort branding work for LAS HADAS (Manzanillo) and other holdings of GRUPPO ALPHA/Camino Real and the Garza Sada Families.

**EDUCATION AND SKILLS** <http://www.artcenter.edu/accd/about.jsp> <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 experieFluent 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 Imaginagem-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/fordesign> Experience as staff photographer at Salt Lake Tribune and University Chronicle  
Board member of the Ogden Community Foundation. References from brand managers and business leaders available upon request.

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

<http://www.flickr.com/photos/fordesign/>