

# Steve Wertheimer

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## **Graphic Designer**

A passionate and experienced presentation specialist and graphic design professional with a successful track record of developing and delivering communications plans and related deliverables designed to increase awareness, lead generation and customer loyalty.

## **SUMMARY OF SKILLS AND QUALIFICATIONS**

- Collateral Development:** Development of a wide range of deliverables, including presentations, brochures, datasheets, ads, conference guides, newsletters, mailers, packaging, tradeshow signage, posters, invitations, , print and online graphics, web banners and Flash animations.
- Communications:** Strategy, planning and execution of online and print communications, including research, writing, collateral development, and relationships with press, vendors and 3rd parties.
- Writing:** Corporate writing for a range of internal and external audiences, including newsletters, success stories, case studies, articles, marketing collateral, presentations, websites, landing pages, blogs and speeches. Technical writing: development of User guides and Quickstart guides – collaboration with engineers and other technical stakeholders, research, testing, writing, designing, layout and production of final materials or mechanicals for print.
- Valued by companies from start ups to fortune 100 corporations. Intelligent, focused, creative, and a detail oriented multi-tasker. Works well alone or in cross functional teams. Strong written, oral, presentation and visual communication skills.
- Applications And Operating Systems**
- Applications: InDesign, Photoshop, Illustrator, PowerPoint, Keynote, Microsoft Office suite, Dreamweaver, Flash, Filemaker Pro, others.
- Platforms: Macintosh, PC.
- Education**
- School: De Anza College, Major: General Studies

# **PROFESSIONAL EXPERIENCE**

LA PEARL INC. (start-up) 7/11 – 12/11

**Graphic Designer**

Assisted with a wide range of projects to launch new business. Project scoping, collateral development, equipment and materials sourcing, marketing, PR, Developed web and print graphics, projects management. Created and enhanced high end Powerpoint and multimedia presentations for a wide range of audiences, and also developed web and print graphics.

SOUTHERN CALIFORNIA EDISON, Rosemead, CA 7/09 – 7/11

**Communications / Presentation Specialist / Graphic Designer (Contractor)**

Development of communications strategy and production of related deliverables. Creation of internal and external facing deliverables, including a suite materials that serve as an overview of organization's offerings, features and benefits. Data mining and visual representation of data to gain insight. Creation of success stories, brochures, data sheets, newsletters, PowerPoint presentations, etc.

INDEPENDENT CONSULTANT, Los Angeles, CA 5/03 – 6/09

**Communications / Designer**

**Clients include:** Cisco Systems (presentations, graphics, web banners,); Warner Bros., DirecTV, Allergan (presentations, graphics); AECOM (Brochures, presentations, graphics)

**Agencies include:** Deutsch (Honda Motorsports, Radio Shack), Jack Morton (Toyota, Hyundai), Clean (Disney)

Provided communications, print and multimedia presentation development for clients, either directly or through agencies. Translated client business goals into appropriate deliverables. Responsible for the development of web and print graphics, PowerPoint and multimedia presentations, conference brochures, website content and Flash animations. Utilized softwares like InDesign, Photoshop, Illustrator, PowerPoint, Dreamweaver, etc.

CISCO SYSTEMS, INC., San Jose, CA 2/02 - 5/03

**Graphic Designer / Presentations Specialist (contractor)**

Created and enhanced presentations for a wide range of audiences, such as internal facing presentations for engineers and senior management, and external facing high end multimedia presentations for national and international audiences. Developed web and print graphics, tradeshow signage, conference brochures, website content and Flash animations.

POWERFILE, INC. (Backup / mass storage solutions), Los Gatos, CA 8/99 - 2/02

**Technical Marketer**

Designed and developed marketing collateral, including writing, design and layout of brochures, datasheets, and presentations. Designed, built and maintained website. Researched, wrote, designed and produced product manuals, QuickStart guides and other supporting documents. Supported partner co-marketing programs and channels programs. Developed and presented product demonstrations at tradeshow.

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## **PROFESSIONAL EXPERIENCE (Cont.)**

SILICON GRAPHICS, INC. (SGI) , Mountain View, CA

2/92 - 8/99

### ***Marketing Programs Manager - Developer Program***

- 1997 – 8/1999 - Managed Developer program offerings, including co-producing worldwide third party developer conference. Responsibilities included pre-event marketing, logistics, speaker support, presentation preparation, conference proceedings production, on-site event logistics, and post-event wrap up. Series delivered technical presentations to over 1000 developers world-wide, with a 98% approval rating from attendees.

### ***Marketing Associate (manufacturing markets)***

- 1995 – 1997 - Multimedia presentation creation, design and production of collateral and tradeshow materials, website design and creation, tradeshow and seminar development & production, including multi-media presentations at major tradeshow, and for senior- level officials at customer sites.

### ***Marketing Associate (chemistry markets)***

- 1992 – 1995 - Created marketing collateral, industry reports, and sales tools; participated in industry tradeshow and conferences.

## **Applications and Operating Systems**

**Applications:** Photoshop, Illustrator, InDesign, Dreamweaver, Flash, PowerPoint, Keynote, Acrobat, Filemaker Pro, Microsoft Office suite, others.

**Platforms:** Macintosh, PC.

### **Portfolio site:**

<http://flashlightgraphics.com>