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**EXPERIENCE**

JCDecaux North America

New York, New York  
[www.jcdecauxna.com](http://www.jcdecauxna.com)

Creative Director  
2013 - Present

Senior Designer  
2007 to 2013

Multimedia Designer  
May 2003 to 2007

- Accountable for all design initiatives including information architecture, storyboard development and animations to drive traffic, engagement and leads through JCDecaux North America corporate website which accounts for \$2M in revenue per year.
- Responsible for on-boarding and overseeing creative team including senior and junior designers, photographers and department interns; create, plan and deliver strategic vision for company's Sales division.
- Designed and managed RFP proposal development for a multi-million dollar partnerships between JCDecaux North America and Mall, Street and Airport Entities; resulted in multi-year advertising contracts
- Design of annual advertising expo theme including presentation concept, graphical elements, videos, web based landing pages, awards, and invitations. Since its inception, the "JCDecaux Upfront" presentations have shared new and successful sales strategies to 700+ clients per yearly event.
- Leads the design of all client-facing print materials from multi-spread brochures and bi-fold one-sheets to large scale mailings with three-dimensional elements
- Manages on-location photography and video capture, including on-site HD video, post-production with After Effects, and compression for both web and print
- Leads the design of all web based marketing materials including newsletters, promotional pages and customized business initiatives to promote regional and national sales efforts.
- Managed the 3-dimensional development of multimedia walk-throughs and products as well as elements to be fused with video production using Cinema 4d.
- Directs and maintains the annual redesign of marketing materials across all Sales divisions including streetscape, airport, mall and transit advertising
- Implemented various processes to increase efficiencies and production ability; reduce internal cost structures including systems for marketing material cataloguing and duplication processes.
- Candidate for inter-company management training along with a team of other employees to further the level of professionalism and leadership at JCDecaux North America

**PROFESSIONAL SKILLS**

<b>Photoshop</b>	Canon 80d, Canon 5DS	Prezi, Keynote
<b>Illustrator</b>	HTML, CSS, FTP	MAC-Based
<b>InDesign</b>	PHP, JQuery knowledge	
<b>After Effects</b>	Wordpress - Back end/Themes	Team Management
Cinema 4d	DVD Studio Pro	Multi-Tasker
Digital Photography	Drupal CMS knowledge	Problem Solver
Videography	Word, Powerpoint, Excel	Self-Starter

**PERSONAL SKILLS**

Traveler | Painter | 2016 Marathon Finisher | Amateur Whiskey Enthusiast

**EDUCATION**

Alfred University, School of Art and Design: BFA - Concentration: Graphic Design