



CONTACT steve@steveockler.com | 917 579 4411

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ADDRESS 1775 York Avenue, Apt 14a, New York, NY 10128

EXPERIENCE

JCDecaux North America

New York, New York
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.
- Design and manage RFP proposal development for 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.
- Lead 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
- Manage on-location photography and video capture, including on-site HD video, post-production with After Effects, and compression for web based visualization
- Lead the design of all web based marketing materials including newsletters, promotional pages and customized business initiatives to promote regional and national sales efforts.
- Manage the 3-dimensional development of multimedia walk-throughs and products as well as elements to be fused with video production using Cinema 4d.
- Direct and maintain the annual redesign of marketing materials across all Sales divisions including streetscape, airport, mall and transit advertising
- Implement 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

Photoshop	Canon 80d, Canon 5DS, GoPro	Prezi, Keynote
Illustrator	HTML, CSS, FTP	MAC-Based
InDesign	PHP, JQuery knowledge	
After Effects	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



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EXPERIENCE

JCDecaux North America
New York, New York
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 newly launched 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 which accounts for \$X million in annual revenue
- Designed and managed RFP proposal for a \$X million partnership between JCDecaux Airport and Los Angeles International Airport; resulted in ten year advertising contract in 2013
- 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 annual 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.

PROFESSIONAL SKILLS

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

FREELANCE CLIENTS

Web and print based clients upon request

EDUCATION

Alfred University, School of Art and Design 2000, BFA - Concentration: Graphic Design

12 years in a graphics capacity with Decaux
4 years as designer 6 as senior designer 2 as creative director

Responsible for 2 junior designers and a quarterly intern

Responsibilities

Reference point for corporate standards as well as general design specifications

all web based designs /graphical elements

Newsletters. emails. flash based video games. Familiar with drupal cms for all web based designs HTML hand coding and css

Corporate videos individual client showcasings and overall company video

Design of yearly upfront presentations and graphical elements. Step and repeat. Id cards. Invites both print and web based. Prezi and PowerPoint presentations. Videos within. Web based voting sites. Awards. Any other related print material.

On location video capture for client specific video projects as well as post production / editing

On location photography for corporate showcases. Marketing materials and brochures

Creation of in office artwork. Video print and large scale

Self taught cinema 4d to include more exciting graphical elements in video and web based productions

Self taught after effects for more impactful and exciting video productions

Researched and recommended new technologies that would benefit the departments productivity. Ie. Move from medium format to digital photography to cut cost on film and time for scanning and post production

Researched and put into action DVD CD printer to cut costs on mass production of marketing media

Researched and put into action DVD based backup system for the extensive files in the marketing and graphics department

Interoffice photographer for events and head shots.

- Self taught cinema 4d and After Effects to include more exciting and impactful graphical elements in video and web based productions.