



STEVE
PIERCE

PROFILE

Artist and designer based in Metro Detroit, Michigan

COMPETENCY

Marketing Design
Product Design
Web Design
Illustration
Motion Design

GRAPHIC

Photoshop, Illustrator, InDesign, Clip Studio Paint, Procreate, Sketch, XD, After Effects, Express (Spark), Powerpoint

CODE

HTML, CSS

HARDWARE

Sony cameras, Wacom tablets, Large format printing, Foam board signage

RECOGNITIONS

Professional Endorsements:
Graphic Design, Photoshop, Illustrator, Logo Design, Illustration, Web Design, Adobe CC

EXPERIENCE

Wayne State University – Multimedia Specialist

Detroit, MI | Oct 2019 – Present

Design and production of print, web, digital, and multimedia resources and materials

Conceptualize and support internal and external school-specific marketing campaigns

Photography, short-form video, motion graphics, multimedia production, art direction, design, creative consultation

Steve Pierce Art & Design – Freelance Illustrator and Designer

Flat Rock, MI | May 2011 – Present

Illustration, design, branding, and marketing support for clients spanning marketing agencies, business, clothing, music, publishing, and entertainment

Select Clients: *University of Michigan (Back & Pain Center); Owens Corning; Warner Music; Nitro Biomedical; Kaleidico Digital Marketing; CMO Marketing Solutions*

Minacs Marketing Solutions – Art Director

Farmington Hills, MI | Oct 2015 – Nov 2016

Designed and prototyped B2B web sites and app prototype solutions; Designed and maintained asset library for client list

Al Wissam – Director of Design

Dearborn, MI | Jun 2005 – May 2011

Product designer for clothing line; Coordinated design team and communicated concepts and designs to manufacturing partners; Marketing design; Directed product photography

EDUCATION

Wayne State University – MEd - Learning Design & Technology

Detroit, MI | Anticipated graduation, December 2023

University of Michigan - Dearborn – BA - Psychology

Dearborn, MI | 2003 - 2009

Minor in Communications - Electronic Media

College for Creative Studies – Illustration and Industrial Design

Detroit, MI | 2003 - 2004

Studied Drawing Fundamentals, Color Theory, 2D Design, Figure Drawing, and Illustration



CASE STUDIES

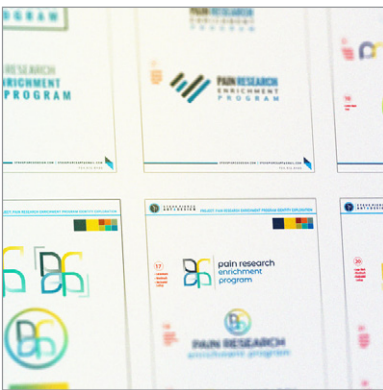


PRINT - A COMPREHENSIVE PRINT MARKETING PACKAGE

Lerner's Lawyers (2018)

A full marketing collateral package, delivering a comprehensive overview of services provided by a high-powered law firm in Ontario, Canada

Read more at piercedesign.weebly.com/print



BRANDING - CREATING A TRAINING PROGRAM BRAND

University of Michigan - Division of Pain Research (2022)

Creating a visual identity for a new training program that aims to train employees and medical students alike on research practices

Read more at piercedesign.weebly.com/branding1



PROGRAM DESIGN & SUPPORT - SUPPORTING EDUCATION

Wayne State University (2019-2021)

Support for medical education at Wayne State University School of Medicine; Programs include conference design and support, school handbook of policies designed to support access, and a visual roadmap of the 4 year path of medical school

Read more at piercedesign.weebly.com/program-design



ILLUSTRATION - FINDING THE SOUL OF AN ALBUM

Halcyon Days (2017)

Illustrative imagery draws upon themes from the lyrics of several of the tracks on this heavy rock album

Read more at piercedesign.weebly.com/illustration

