

STEVEN ELMORE

Senior Multimedia & Graphic Designer

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PROFESSIONAL SUMMARY

Senior Multimedia Graphic Designer with 9+ years of experience leading brand identity, motion graphics, video production, and cross-platform content strategy for broadcast, nonprofit, and retail organizations. Proven track record directing creative teams, scaling audience engagement, and delivering high-impact marketing assets across digital, print, and video. Proficient in Adobe Creative Suite, Figma, Adobe XD, and WordPress.

CORE SKILLS

Design & Brand: Brand Identity, Brand Guidelines, Creative Direction, Typography, Illustration, Print Design, Motion Graphics, Video Production, Content Strategy, Social Media Strategy, UI/UX Design

Software & Tools: Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere Pro, Figma, Adobe XD, Dreamweaver, WordPress, Microsoft Office Suite

Leadership: Team Mentoring, Cross-Functional Collaboration, Project Management, Stakeholder Communication, Vendor & Contractor Coordination

PROFESSIONAL EXPERIENCE

TRINITY BROADCASTING NETWORK | Fort Worth, TX

Senior Multimedia Designer

- **Spearheaded** full-scale graphic packages for video-on-demand platforms and monthly e-newsletters, improving digital brand consistency across all channels.
- **Directed, critiqued, and approved** marketing asset creation and delivery while mentoring a team of designers on brand standards and creative best practices.

HERITAGE CHURCH | Sterling Heights, MI

Multimedia Designer

- **Devised and executed** multi-channel marketing campaigns and event advertisements that scaled attendance to over 500 participants per event.
- **Produced** high-quality TV graphics, motion graphics, short animations, motion loops, and print collateral (booklets, apparel) for weekly large-scale programming.
- **Spearheaded** the launch of a new social media brand identity, scripting and producing video content across YouTube, Instagram, and Facebook to expand digital reach.
- **Developed** a fully functioning custom WordPress website optimized for hosting and streaming online media content.
- **Collaborated with contractors** to illustrate architectural concept art used during a multimillion-dollar building renovation campaign.
- **Directed** environmental and scenic design, building physical stage sets and custom decorations for large-scale events and film productions.

NEW BALANCE | Troy, MI

Sales Associate (Part-Time)

- **Conceptualized and developed** targeted digital marketing graphics and advertisements, driving regional campaign engagement.
- **Conducted** consumer needs analyses to deliver tailored product solutions, consistently achieving and exceeding store performance metrics.

ADDITIONAL EXPERIENCE

OAKWOOD VENEER | Troy, MI

Production Associate

- Utilized precision machinery to manufacture raw wood veneer; maintained strict quality control and troubleshooted mechanical and product defects.

EDUCATION
