

STEVE WHITE

Graphic Designer / Graphics Manager

Innovative creative and graphics design expert with extensive experience leading and executing development of marketing presentations and materials. Offers deep expertise in brand strategy, leading proposal development for multimillion-dollar projects; creates strategy-driven visual content for sales proposals and related business development documents for major engineering organization, AECOM. Natural leader who plays vital role in aligning staff on common goals, while partnering closely with stakeholders to generate cutting design and content focused on driving growth and brand exposure.

Brand Awareness
Strategic Thinking
Sales Proposals
Graphic Design

Client Relations
Brand Management
Art Direction/Leadership
Infographics

Presentations
Problem Solving
Consensus Building
Content Creation

Creative Design
Talent Development
Agency Relations
Budget Management

Professional Experience and Impact

BRAVO Group, Inc., New York, New York 2021 - Present

A Cooperative Company, engineering, architecture, construction management firm with 100 employees.

Senior Graphics Designer

Manage all aspects of graphics for firm, including branding, marketing templates, proposal packaging, advertisements, photography, social media, website updates, and special projects for CEO.

AECOM & URS, New York, New York 2000 - 2020

Multinational and multibillion-dollar engineering firm with 51K employees; acquired URS in 2014.

Graphics Manager/Senior Designer

Managed all aspects of graphics group and associated workload, scheduling, and personnel activities; drove strategy and led efforts to deliver 300+ proposals annually used to capture business for firm. Personally designed on average of 100-150 content and graphically rich proposals of varying sizes, including 10 considered major pursuits on annual basis. Created multiple presentations by leveraging proposal design to ensure consistent overall branding efforts. Supervised up to 5 reports.

- Developed new brochures, marketing materials, and joint venture logos; aligned with all branding standards and guidelines.
- Delivered win rate for New York Metro Region of 23%.
- Won successive NYCDDC engineering design contracts for on-call services over 15 years; worked closely with Client Manager to create graphic look and feel for finished product.
- Won World Trade Center Transportation Hub project, serving as active contributor to project including initial startup stages of effort.
- Recruited to develop graphics group for NY office in 2000 to expand graphic support for company; traveled frequently across East Coast to participate in presentation projects for organization.
- Successfully aligned and integrated New York Graphics Group post-merger with URS.
- Established in-house production facility for marketing, reducing costs by 30% while providing additional flexibility in generating proposal production work and enhanced quality control.

Guest lectured at New York University Tandon School of Engineering on the role of graphics in marketing pursuits in the professional services practice. Graduate course, "Special Topics in Construction: Marketing Construction Management and Engineering Services."

Education and Professional Development

Bachelor of Science • College of Architecture - Georgia Institute of Technology

Studied abroad in Paris Program

Member, (ASHE) American Society of Highway Engineers (13 Years)

UI/UX Design Certification

CONTACTS



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www.steve-white-creative.com

SOFTWARES

Adobe Creative Suite

InDesign
Photoshop
Illustrator
Acrobat
Premiere Pro
After Effects

UI/UX

Sketch
UI/UX Certification

Microsoft

PowerPoint
Word
Excel