

Experience

08/08 - present

Ultra16 - Managing Director*Clients include: NBCUniversal, American Express, AdCouncil, Interior Design.*

09/08 - present

Eurica Media Lab - Board Member

Eurica Media Lab is an international non-profit organization that works with "at-risk" youth teaching them cultural awareness and non-verbal communication skills through film-making workshops. As a Board Member my role is to help develop the brand as a whole, assist in digital communications programs, and help in fundraising activities.

04/07 - 08/08

IconNicholson - Creative Director

Responsibilities included leading creative and user-experience for the BT Global Services account. Part of core management team for account that determined overall direction, budget, staffing and strategy for international client engagement. Responsibilities also include working with IconNicholson management to develop creative team as a whole across all client engagements.

12/97 - 03/07

Olive LLC. - Founder / Creative Director

Founded Olive under the credo "Get to the Point", which applied to all aspects of the business from operations to solutions. Ran the business in all operational aspects including new business development, strategy, client relations, creative development and team management.

Clients include: AMC, WE, IFC, MTV, VH1, Comedy Central, HBO, Noggin, Sony, Crunch Fitness, Ian Schrager Hotels, Honeywell, Deloitte & Touche, Pfizer, CompleteTax, SmartMoney, COTY and Fresh Direct.

05/97 - 12/97

Siegel & Gale - Associate Creative Director

Primary role was running the creative team in the interactive department including hiring staff, maintaining project budgets, client relations, business development, management of creative team and determining creative strategy and vision for all interactive work.

Clients include: Kodak, Toys R Us, Merrill Lynch, Lucent Technologies.

08/95 - 03/97

Poppe Tyson Interactive - Group Creative Director

Joining Poppe Tyson as the first creative on staff, was part of the core team that developed the agency into one of the first international, fully-integrated interactive firms in the world. Responsibilities included development of organizational structure, process development, hiring and management of creative team, strategy, business development and overseeing creative vision of work.

*Clients include: JP Morgan Chase, T. Rowe Price, Merrill Lynch, Milk P.E.P /Got Milk?, Lenscrafters, Valvoline, Siemens, Toshiba, IBM and AT&T.***Awards**

The One Show, Art Directors Club, Communication Arts, BDA, Forbes 'Best of the Web', New York Festival, Yahoo! Site of the Week, Web Award for Excellence, International Web Page Awards.

Publications

USA TODAY, Esquire, Forbes, The Yomiri Shimbun, Communication Arts, Internet World, Idea Revolution (HOW Design Books), Identity Solutions: How to create effective brands (HOW Design Books), RE:Think RE:Design RE:Construct (HOW Design Books).

Education

1995 - B.F.A. School of Visual Arts / Communication Design

Biography

A veteran of the digital industry, Stephen has been there since the beginning shaping some of the world's largest brands and interactive agencies.

Stephen is currently the Managing Director for Ultra16 and serves as a board member to the international non-profit institute Eurica Media Lab.

Most recently Stephen served as a Creative Director at IconNicholson overseeing the creative vision and user-experience for the BT Global Services international engagement.

Prior to IconNicholson, Stephen spent a decade as co-founder and Creative Director of Olive establishing it as one of the most respected and prestigious boutique interactive firms of its kind. Under the motto, "Get to the point", he guided the agency under a vision of clarity and efficiency in its methodology and work. Focused on erasing the division between branding and interactive disciplines, Stephen utilized the Internet to expand traditional branding from establishing a brand promise to delivering a brand promise. While at Olive, Stephen has worked with a diverse range of clients from MTV, Comedy Central, AMC, WE, Noggin, Crunch Fitness and Fresh Direct to Honeywell, Deloitte & Touche, SmartMoney and Pfizer.

In 1997, Stephen worked as Associate Creative Director at Siegel&Gale leading the creative team in the interactive department. He worked with clients such as Kodak, Toys R' Us, Merrill Lynch and Lucent on a diverse range of projects from web sites and E-Commerce to software interface and kiosk design.

Stephen began his career at Poppe Tyson Interactive as a Group Creative Director in 1995, joining them as their first creative and a member of the core team that built the firm into one of the first fully integrated global agencies in the world. With no existing model to follow, Stephen helped define a structure and process for how an interactive agency worked. He worked on strategies and web sites for the first online efforts of clients such as Chase, T.Rowe Price, Merrill Lynch, Siemens, Valvoline, Lenscrafters, Toshiba, and the 'Got Milk?' campaign.

Stephen's work has won such industry awards as The One Show Merit, The One Show finalist, BDA Gold Medal Awards, New York Festival finalist, Macromedia's Shocked Site of the Week, Shocked Site of the Day, WEB AWARD For Excellence and The International Web Page Awards. His work has also appeared in many industry publications including The USA Today, Communication Arts, Create Online and Esquire. Stephen has been published in several books including DPI: The Best of Web Design, Idea Revolution, Identity Solutions: How to Create Effective Brands and The Reinterpretation Project.

A Graduate of The School of Visual Arts, he holds a B.F.A. in Communication Design and an A.A. in Liberal Arts from Marymount College, Palos Verdes. Stephen currently lives in New Jersey with his wife Kim and their daughter Katherine.
