

Steve Menasse

resumé

Who is Steve Menasse?

Steve Menasse is a graphic designer from Sydney with over 8 years experience in the creative industry. He has proven problem solving and technical skills with a solid background in print. Able to take a concept from brief through to reality, he is multi-disciplined and passionate about design.

Key Achievements

- Art direction and photography for "50 Lives, 50 Stories" a coffee table photo book celebrating the lives of 50 people significant to ARV. Created to celebrate ARV's 50th Anniversary
- Designed new agency (in-house) corporate stationery for Sussex Media including new logo and successfully consolidated 3 separate business names into a single brand
- Created finished art for Seagate's new range of "Data Movers" which subsequently was used as the guideline for worldwide magazine advertising

Career Overview

- ARV – **Marketing Designer / Production Manager**..... August 2007 – May 2010
- Sussex Media – **Senior Designer / Production Manager**..... January 2006 – August 2007
- One2Design – **Owner, Graphic Designer & Print Broker**..... January 2005 – January 2006
- Snap Printing – **Pre-Press Designer**..... October 2003 – January 2005
- City Printers – **Pre-Press Designer** December 2001 – June 2003

Client List

2nds World
ASUS
China Holidays
Formrite
Gift & Homewares Australia
Grand United
Gregory Jewellers
Intel
Jaclyn Moriarty – Author
Jason Ree Jewellers
Mastercard

Maxtor
Meat & Livestock Australia
Mirvac
MyNetfone
Natalie Cummins Beauty Therapy
Qasco
QLD Rail
Seagate
Sefton Smash Repairs
Stronglok
Victoria's Basement

Career History

August 2007 – May 2010: ARV

MARKETING DESIGNER / PRODUCTION MANAGER

- Responsible for the design and project management of all marketing and promotional material including print advertising, direct mail campaigns and signage for 20 sites around Sydney
- Worked with printers and suppliers to get projects delivered on time and on budget
- Managed image library comprising custom shot and stock photography and commissioned new imagery where needed

January 2006 – August 2007: Sussex Media

SENIOR DESIGNER / PRODUCTION MANAGER

- Headed up art department of this boutique advertising agency
- Worked directly with clients to produce web banners, HTML direct mail items, magazine, newspaper and outdoor advertising.
- Hired and mentored junior design staff
- Conceptual artwork for client pitching

January 2005 – January 2006: One2Design

OWNER, GRAPHIC DESIGNER AND PRINT BROKER

- Sourced new clients and worked with them from concept to finished product
- Designed everything from signage and POS items to full branding projects
- Website design, coding and implementation

October 2003 – January 2005: Snap Printing North Sydney

PRE-PRESS DESIGNER

- Sole designer
- Responsible for all creative, layout and output of digital print and offset press (film)
- Implemented and installed software platform to streamline PDF workflow, eliminating potential output errors
- Worked with clients from brief to finished product

June 2003 – September 2003: 4 months travelling Europe

December 2001 – June 2003: City Printers

PRE-PRESS DESIGNER

- Design and layout for all aspects of print, both digital and film (litho neg) output
- Responsible for a large format inkjet printer (A0 size)
- In-house IT support

Education

1999: Nepean Arts and Design Centre

CERTIFICATE IV IN APPLIED DESIGN (INTERACTIVE MULTIMEDIA)

Course covered principles of design for web and print as well as interactive presentation

1998: Nepean Arts and Design Centre

CERTIFICATE II IN ART PHOTOGRAPHY

Course covered all aspects of photographic principles including processing and printing (chemical) and art photography techniques.

Skills Checklist

SOFTWARE

Advanced in:

InDesign CS4 • Illustrator CS4 • Photoshop CS4 • Quickcut • Acrobat • MS Office

Highly proficient in:

Flash CS4 • Dreamweaver • Quark Xpress

PRINT PROCESS KNOWLEDGE

Advanced in pre-press and digital production

PHOTOGRAPHY

High proficiency from shooting through to post processing (digital and film)

WEB DESIGN & DEVELOPMENT

Strong knowledge of HTML and CSS

UP TO DATE WITH CURRENT TECHNOLOGIES AND SOFTWARE

A keen interest in emerging trends & techniques in the design industry kept current through constant research and online tutorials or seminars

References

Available on request

For more information and samples of my work, please visit

www.One2Design.com.au