

# Steve Lovitt

graphic&webdesigner

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Visionary who drives image and trust using a palette of communication strategies balanced by an impressive portfolio of achievement in graphic and web design. Technically sophisticated and commercially aware, with superior knowledge and skills in visual information principles, presentations, printed materials, web/Intranet design, branding, graphic arts, and standard graphic software tools/programs. Keen ability to navigate challenges and obstacles while maintaining all business details and aggressive deadlines.

- Stays abreast of current styles, trends, and new graphic design techniques and technologies, leveraging a deep understanding of art and design to successfully communicate content and purpose.
- Excellent team leader, trainer, and motivator, infusing staff with the tools and capabilities needed to excel in formulating creative solutions to exceed customer expectations.
- Keynote speaker at two KM (Knowledge Management) World national conferences in Santa Clara and San Jose, California, covering topics including Intranets, Intranet design, and its success through user involvement in the process.

## AREAS OF STRENGTH

Graphic Design  
Communication  
Customer Service  
Marketing Collateral

Intranet Design  
Logo Design  
Branding  
Photography

Project Management  
Team Leadership  
Web Design  
Web/Print Media

## PROFESSIONAL EXPERIENCE

**Grant PUD ([www.gcpud.org](http://www.gcpud.org)), Ephrata, WA**

**1985 – Present**

**PROGRAMMER ANALYST, GRAPHIC DESIGN / WEB DESIGN (2001 – PRESENT)**

**IT HELP DESK (1999 – 2001)**

Leverages extensive experience and knowledge in graphic design to lead the concept and development of various design solutions, including all graphic/marketing material for the Grant Power Auction as well as the organization's various websites, ensuring alignment with governance policies and brand identity. Partners with key stakeholders to review site requests; conducts daily site maintenance; oversees the visual graphics and functional user interface. Communicates extensively with internal/external clients and vendors to deliver each project on time and according to business requirements.

### Key highlights

- Created a visual design, built, and maintained the corporate websites, including two major sites with up to 600 pages each, and five micro sites with up to 100 pages each; personally produced more than 25,000 web graphics over nine years for all sites.
- Optimized the productivity of the organizational Intranet, creating compelling visual designs and layouts that helped increase page views from 35,000 in 2002 to almost 1.2 million in 2010.
- Spearheaded the planning and design of all graphic/marketing material for the Grant PUD Power Auction, including brand design, packaging, information graphics, and promotional/campaign deliverables; highly effective marketing has helped generate more than \$268M in electric power sales.
- Honed knowledge of Americans with Disability Act for web, cross-browser compatibility, and UI testing.

**3KYDD Design (www.3kydd.com), Ephrata, WA****2005 – Present****OWNER / CREATIVE**

Helps clients to achieve breakthrough results through the creation and delivery of graphic design, marketing, and web design services. Works closely with clients in private, corporate, non-profit, and public entities to develop and produce the design solutions that enhance desired messaging while aligning with organizational requirements. Creates and produces a wide variety of materials including branding design, information graphics, collectible posters, event signage, stage banner design, event/sponsor advertisement, and photography.

**Key highlights**

- Exclusive Graphic Designer for the Basin Summer Sounds Music Festival, creating the advertising/promotional collateral, collectible posters, and event signage that is viewed by five million people annually from early June through late July.
- Maximizes the effectiveness of design budgets for up to 20 clients, including the Ephrata Chamber of Commerce.

**EDUCATION • PROFESSIONAL DEVELOPMENT**

**Associate in Arts and Science degree**, Big Bend Community College, Moses Lake, WA

**Commercial Art and Public Relations coursework**, Washington State University, Pullman, WA

**PROFESSIONAL AFFILIATIONS**

Seattle Photoshop Users Group

Seattle InDesign Users Group

Seattle Flickrites Photography Group

Ephrata Washington Chamber of Commerce Board of Directors, 2002 - Present

Ephrata Washington City Council, 2004 - 2009

Ephrata Washington Park and Recreation Board, 2002 - 2004

**TECHNOLOGIES**

PC and Mac-based applications for Photoshop, Illustrator, InDesign (CS3, CS4 and CS5) • Dreamweaver • Flash • Intro CSS • Usability training

**AWARDS • HIGHLIGHTS**

- Recipient of the 2004 William T. Elmgren Public Service Award from the Washington Public Utility Districts Association
- 1st Place 2011, 2010, 2007, Washington State Festivals and Events “Basin Summer Sounds Music Festival”, Poster Collectible
- 1st Place 2010, 2007, Washington Recreation & Park Association “Basin Summer Sounds Music Festival”, Best Special Purpose Media
- 1st Place 2010, Washington State Festivals and Events “Basin Summer Sounds Music Festival”, Best Website
- 2nd Place 2011, Washington State Festivals and Events “Basin Summer Sounds Music Festival”, Promotional Poster
- 2nd Place 2008, Washington State Festivals and Events “Basin Summer Sounds Music Festival”, Poster Collectible
- 2nd Place 2007, Washington State Festivals and Events “Miracle on Main Street”, Poster Collectible
- Book: Book Contributor, Intranets for Info Pros / Edited by Mary Lee Kennedy and Jane Dysart. Copyright 2007 by Mary Lee Kennedy and Jane Dysart
- Speaker: KM World Intranets Conference, November 16, 2005. San Jose California. Personalization and Customization Strategies to Improve Intranet Involvement
- Speaker: KM World Intranets Conference, October 27, 2004. Santa Clara California. From Zero to Portal, Panel Discussion on Intranet Design