



Steve Norell

Digital Creative Director
UX & Visual Designer
Front-end Developer

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Education

B.F.A. in Graphic Design
Boise State University

Skills

UX & Visual Design
Front-end Development
PHP Development
No/Low Code Platforms
Strategic Thinking
Written & Verbal Communication

Industries

Travel & Tourism
Home Building
CPG
Retail
Education

Tools & Frameworks

Figma
Adobe CC
WordPress
React
Next.js
Contentful
Mailchimp
Shopify
Klaviyo
Tailwind CSS
CLI

Motivation

To lead in the creation of engaging design solutions for innovative brands and products.

Professional Experience

Drake Cooper

Boise, ID • January 2013 – Present

Digital Creative Director

August 2018 – Present

Leading a team of UX and Visual Designers, Front and Back-end Developers, Content Managers, and Technologists to bring technology-rooted solutions to creative and business problems.

Creation Director

July 2016 – August 2018

A hybrid Creative Director + Producer role, leading a cross-functional creative team on a group of brands.

Manager of Interactive Design

January 2014 – July 2016

Leading the Interactive Design role and deliverables of the agency.

Interactive Designer

January 2013 – January 2014

Designing, prototyping, and building website UX and UI projects. Presenting design to internal creative, strategic stakeholders, and clients.

Creative Soapbox

Boise, ID • June 2009 – January 2013

Interaction Designer

Worked with the President/Creative Director and web developers to execute a wide range of projects including website strategy and design, software UI design, print and outdoor advertising campaigns, email marketing, book covers and interior layout, and publication design. In addition, I was responsible for managing design project deliverables, QA and press-checking, and client relationship management.