



## 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

Team Leadership  
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  
Git  
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

#### Director of UX & Technology

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.