

## Professional Experience

### INCITE MARKETING [ CA ]

#### Art Director, 02.2016 – Present

Working in partnership with the Creative Director, I am involved with projects at a conceptual and strategic level, and work closely with the Client, Creative, and Account management teams, to deliver calculated yet imaginative offline and online solutions.

In addition, I provide assistance with the interviewing and evaluation of prospective creative candidates, as well as onboarding and mentoring to new members of the Creative team to ensure the development of a safe, happy and healthy workplace. Continuously reviewing creative processes, I actively develop and implement optimizations where possible, to ensure reliable, highly-efficient workflows.

#### Senior Designer, 07.2014 – Present

Execute high-level conceptual design work across multiple disciplines to support market research and strategic goals. This role requires a specific focus on the development and documentation of thoughtful and considered identity systems and supporting materials. I also work in concert with the development team to design modern, responsive websites for CMS-driven backends.

**Clients include:** *City of Edmonton, PC Caucus, Capital Region Board, Dentons Canada, Optimum Talent, Lexus of Edmonton, Oilers Entertainment Group [ OEG ], TELUS World of Science, Tour of Alberta, OML Construction and Arrow Engineering.*

## Professional Development

### WORKSHOPS

- + Introduction to Photopolymer Gravure, 2013, Jill Webster, EIT – Eastern Institute of Technology [ NZ ]
- + Programming Graphics I: Introduction to Generative Art, 2013, Joshua Davis, Skillshare.com [ ONLINE ]
- + Anatomy for Artists, 2012, Scott Eaton, Scott-Eaton.com [ ONLINE ]

### CONFERENCES

- + Semi Permanent, 2013 [ NZ ]
- + Webstock, 2011 [ NZ ]
- + Semi Permanent, 2012 [ NZ ]
- + Semi Permanent, 2010 [ NZ ]

## Previous Experience

### TOI OHOMAI INSTITUTE OF TECHNOLOGY [ NZ ]

The *Bay of Plenty Polytechnic* [ Tauranga ] and *Waiariki Institute of Technology* [ Rotorua ] merged in May of 2016. Renamed *Toi Ohomai Institute of Technology*, the amalgamation is now the third largest technical institution in New Zealand.

#### Programme Co-ordinator, 01.2013 – 04.2014

Programme Co-ordinator for the Bay of Plenty Polytechnics' *Certificate in Computer Graphic Design — Level 4*, and *Diploma in Design [ Graphics ] — Level 6* qualifications. Responsible for maintaining good working relationships with industry, contracting and onboarding new design tutors, providing pastoral care for more than 70 students, and providing regular progress reports to the Group Leader and Head of School to facilitate smooth, day-to-day delivery of the programmes.

#### Academic Staff Member — Creative Core, 07.2009 – 04.2014

Instrumental in developing and delivering the course content and curriculum for over 11 programmes, including identity and publication design, web design, illustration and creative coding for the aforementioned certificate and diploma qualifications, and recently introduced *Bachelor of Creative Industries* Degree.

### AWAYLAUGHING ADVERTISING [ NZ ]

#### Senior Designer, 11.2006 – 07.2009

Awaylaughing is focused on providing innovative advertising and branding solutions for both rural and corporate markets. I was actively involved in all aspects of the process, from taking client briefs to developing identity systems and CMS driven websites to ensuring brand consistency across all mediums.

**Clients included:** *Ingham Feeds & Nutrition, Right Click Employment Solutions, Pacific Coast Retirement Village and Convita.*

### KALE PRINT & DESIGN [ NZ ]

#### Studio Manager, 02.2005 – 11.2006

The role of Studio Manager built on the responsibilities of Senior Designer and introduced further administrative tasks such as agency & client liaison, production meetings and project delegation as well as elements of client education.

#### Senior Designer, 04.2004 – 02.2005

As the company's Senior Designer I was responsible for motivation and technical guidance as well as art direction for a team of eight

young creatives. Focusing mainly on publication design and branding, the studio integrated tightly with the prepress department to ensure projects are not only completed on time, but in a technically efficient and cost-effective manner.

**Clients included:** *Zespri International, Bay of Plenty Times, Ministry of Fisheries [ MOF ] and Pacific Toyota.*

### LANGUAGE [ IE ]

#### Graphic Designer, 03.2001 – 12.2003

Language is a team of creative professionals with a shared belief that advertising and design can be used as powerful tools for positive social change. I worked closely with clients and other designers to produce engaging solutions in a range of design sectors, encapsulating campaign and publication design, identity & brand development, film, website development & consultation and advertising. Other aspects of this role encompassed system management & maintenance, technical advice and training.

**Clients included:** *Comhairle [ Citizens Information Board ], Bank of Scotland [ IE ] and Diageo / Guinness.*

### PIXEL PRODUCTIONS [ NZ ]

#### Graphic Designer, 04.1997 – 08.2000

A boutique design studio excelling in corporate communications, marketing and advertising. My role within the company involved creating identities & branding solutions for a number of New Zealand-based and international companies.

**Clients included:** *Mazda [ Auckland ], Orator Speech Recognition Systems, Navigator and Natural Habitats.*

### PORT GROUP [ NZ ]

#### Freelance Designer, 1998 – 1999

Working in conjunction with DesignWorks [ NZ ], I was part of a team developing mapping solutions for the Auckland Regional Councils' public transport system. This role involved basic cartography & plotting, creating clear, iconic symbols and signs for use within a larger mapping system and client liaison.

REFERENCES ARE AVAILABLE ON REQUEST

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## Education

### BMA – BACHELOR OF MEDIA ARTS, MAJORING IN GRAPHIC DESIGN [ NZ ]

#### Waikato Polytechnic, now Waikato Institute of Technology [ Wintec ] 1994 – 1997

A four-year, full-time interdisciplinary degree undertaken in Hamilton, New Zealand at the Waikato Polytechnic.

With a strong focus on process and collaboration, we were encouraged to experiment across a diverse array of creative disciplines, from Graphic Design to Film & Video, Jewellery to Multimedia, Photography to Painting. Practical courses were supported with a number of theory based papers, such as Art History, Philosophy and Psychology.

### CERTIFICATE OF APPLE IOS IPHONE / IPAD MOBILE DEVELOPMENT [ CA ]

#### Northern Alberta Institution of Technology, [ NAIT ] 2016 – 2017

A 12 week, part-time, non-credit Certificate undertaken in Edmonton, Canada at the Northern Alberta Institute of Technology.

Gained an understanding of the proper programming practices and techniques required to create native, mobile applications for Apple's iOS platform using their next generation programming language, Swift.

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## Presentations

### RESEARCH SYMPOSIUM [ NZ ]

#### Evernote – Re: search, 06.2013

Bay of Plenty Polytechnic's annual Research Symposium provides an opportunity to present current educational research from all sectors to researchers, academics and community members from around the region.

I delivered a session on advanced workflows for collecting and collating an abundance of information, with a specific focus on 'search' in research using the cross platform application, Evernote.

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## Personal Projects

### SOFTWARE

#### Stockpile, 2016 – 2018

*An elegant video game cataloguing application for iOS.*

Developed in Swift 3/4, Stockpile uses a number of core Apple technologies, such as Core Data and JSON serialization, to provide in-depth console and mobile game information. Fetched from the IGDB's crowd-sourced database via their official API, Stockpile parses imagery and information for offline use and allows the user to keep track of their purchased games and game progress, as well as any games they may wish to purchase in the future.

Currently in development, Stockpile has not yet been released publicly.

#### Arkhive, 2017

Written in Bash, Arkhive is a macOS service that moves old InDesign and/or Illustrator files into a directory called 'Archived', leaving the most recent version of the file untouched.

<http://github.com/mlsteiner/arkhive>

#### HYPE for TextMate, 2013

A TextMate 2 Bundle to make developing with the HYPE Framework more intuitive.

<http://github.com/mlsteiner/HYPE-TextMate-2-Bundle>

### ONLINE PROJECTS

#### The Cortex, 2010 – 2014

*Designer, Developer and co-founder.*

The Cortex is a private, collaboratively run, small [ 30+ site ], linux-based web hosting company. I designed and developed a number of CMS [ Drupal, Wordpress ] and ecommerce [ Magento ] driven sites, and provided the ongoing server-related technical support for registering domains, transferring sites, creating email accounts and databases.

#### Delusions of Grandeur, 2005 – 2007

*"A small collection of poorly written thoughts, suggestions and ill-informed commentary about the world of Graphic Design, Apple Computers and how they work together".*

Unofficial English narration, evangelism and technical support for Shiira, a now discontinued, Cocoa-based, Open Source Web Browser from Japan. Articles were featured and linked from prominent Mac related websites, such as John Gruber's Daring Fireball [ [daringfireball.net](http://daringfireball.net) ] and Khoi Vinh's Subtraction [ [subtraction.com](http://subtraction.com) ].

### DESIGN

#### Freelance Designer, 1998 – 2017

Projects range from branding and identity systems to website design, development and hosting.

**Clients included:** *LMS / Lesoway MotorSports [ CA ], Alberta Biodiversity Monitoring Institute [ CA ], Blakely+Dushenski [ CA ], Davey Beige [ NZ ], Steiners, Interiors by Reputation [ NZ ], Skin Centre [ NZ ], Brilleaux, Maximum Rhythm and Blues [ NZ ], Strass Landscaping [ NZ ], Extreme Sports [ NZ ], Bennett Construction [ IE ] and FireStation Artists' Studios [ IE ].*

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## Exhibitions

### DUE TODAY, DO TODAY [ NZ ]

#### Student Exhibition, 12.2013

Co-ordinated, curated and developed the hanging system and produced printed promotional material for the end-of-year student exhibition.

Held on campus, in the Void Gallery, graduating students showcased new and existing work produced over the course of their last year of study.

### UPPOP [ NZ ]

#### Collaborative Exhibition, 10.2013 – 11.2013

A eclectic showcase of art works from the Bay of Plenty Polytechnics Creative Core. I contributed a series of three algorithmically generated, animated artworks, entitled 'Encode'. Built in Processing / HYPE, these works randomly regenerated to present the viewer with a different composition each day.