

# Steve Viesto

UI/UX DESIGNER

[steveviesto.com](http://steveviesto.com)

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## CONTACT

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Norwalk, CT

## KEY SKILLS & PROFICIENCIES

UI Design

UX Design

User Centered Design

Product Design

Interaction Design

Web Design & Development

Problem Solving

Critical Thinking

Mockups

Prototyping

Wireframing

HTML

CSS

JavaScript

Sketch

InVision

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Balsamiq Mockups

Microsoft Office

*Innovative and analytical, with a demonstrated ability to visualize an experience in the abstract, dive into customer research and data, break down complex use cases, and then drive the vision into deliverables that masterfully combine detail and storytelling. Strong knowledge of usability principles and techniques. Committed to creating elegantly simple user experiences from otherwise complex workflows.*

## PROFESSIONAL EXPERIENCE

**Lead Content & Digital Designer** Jan 2019 - Present

The Blue Book Building & Construction Network

Jefferson Valley, NY

Responsible for the development and execution of digital content and creative design, including: all website properties; email marketing and targeted event promotion.

- Develop, coordinate and implement overall updates and maintenance to thebluebook.com, thewhoswho.build, bidscope.com and oneteam.build via the CMS.
- Continuous review of web properties for UX best practices.
- Create HTML emails, assets and associated landing pages for outbound campaigns.
- Collaborate with other marketing specialists, copywriters, designers and more, to deliver innovative design solutions.

**Web & Digital Designer** Jan 2017 - Jan 2019

The Blue Book Building & Construction Network

Jefferson Valley, NY

Work closely with business stakeholders to understand requirements and identify opportunities to improve business processes through outstanding web development for multiple websites, serving over 800K users. Manage mind mapping, wireframing, prototyping, and implementation. Create and update pages on internal server, designing and optimizing code. Apply user experience (UX) design principles to address complex design problems and deliver simple, accessible user experiences. Translate user experience (UX) research into design recommendations and user experience (UX) requirements.

### Key Achievements

- Grew site viewership across several metrics, increasing users by 34%, new users by 34%, and pageviews by 71%.
- Engaged users to lengthen time spent on site, increasing average session duration by 45% and decreasing bounce rate by 11%.
- Redesigned internal resource tool for sales team, increasing usability/responsiveness and adding new search feature.

**Web & Email Designer** Aug 2016 - Dec 2016

Signs of Success

Stamford, CT

Collaborated with small business owner to define requirements, revamping company website and developing email campaigns. Ensured engaging web experiences by applying user experience (UX) design principles.

### Key Achievements

- Led complete redesign of company website, resulting in fully responsive site optimized for tablet and mobile devices.
- Expanded brand awareness with innovative, engaging email campaigns.

**Digital Designer** Jan 2015 - Aug 2016

BevMax Wine & Liquor

Stamford, CT

Designed digital assets for websites, social media accounts, advertisements, and web banners. Produced varied and complex graphic art work, creating design solutions that delivered high impact across digital assets. Piloted alternative and creative ways to deliver best engagement from audience through good design and standard methodologies.

## EDUCATION

**Bachelor of Arts** (Expected 2019)

Graphic Design, Concentration: Web Design

Southern New Hampshire University, Manchester, NH

**Associate of Arts** 2014

Graphic Design

Norwalk Community College, Norwalk, CT

**Continuing Education** Membership

- Web and UI/UX Design, Treehouse
- UX & Interaction Design, Interaction Design Foundation