

1808 Westholme Avenue  
Los Angeles, Ca 90025  
310.666.2770

steve@infectedmedia.com  
<http://www.infectedmedia.com>  
<http://www.linkedin.com/in/sseybold>

## About Me

I have worked for the last ten years in the Los Angeles interactive and print design fields for numerous high-profile companies. Throughout my career as a designer and art director, I have excelled in enriching both my creative and technical skill set. From embracing new technologies to keeping up with the latest design trends, my expertise offers my clients the highest quality product.

## Education

### University of California at Los Angeles

1996-2000

Bachelor of Arts in Media Arts

## Experience

### AmericanIdol.com - Senior Art Director

2005-Present

AmericanIdol.com is the most successful television show-affiliated website, maintaining millions of users week after week with exclusive material and a strong community presence.

- » Led the design team for americanidol.com for American Idol seasons five, six, seven, and eight
- » Drove design direction from concept to wireframing to creative buildout for three full redesigns
- » Worked with high-profile clients such as iTunes, Ford, Coke, and AT&T to create co-branded sections of the Idol site
- » Implemented numerous design workflows to handle the expansive amount of day-to-day creative needs
- » Created many design standards that were adopted by the greater FOX family
- » Designed websites for additional FOX programs such as "On the Lot" and "The Next Great American Band"

### Evite - Art Director

2004-2005

- » Responsible for leading overall design strategy for the company
- » Redesigned the entire site in merely 3 months which included upwards of 300 unique pages
- » Completely revamped the template gallery with the use of in-house and contract designers
- » Collaborated with marketing and clients such as Apple, Microsoft, Yahoo, Ofoto, and Red Envelope to help drive sales numbers higher than ever before and increase page views to upwards of 100 million per month

### Ticketmaster - Senior Graphic Designer

2000-2004

- » Managed the weekly publication of the Ticketmaster homepage
- » Lead designer for the popular music news site LiveDaily during a full site redesign
- » Collaborated with marketing and product design to help define Ticketmaster's brand identity
- » Primary designer for numerous successful marketing campaigns for clients including the NBA, NHL, Aerosmith, Blink 182, Neil Diamond, Cirque du Soleil, and Pantera
- » Collaborated with clients, product management, and marketing teams to develop an easy-to-use reselling tool targeted at seas ticket holders

### Infected Media - Freelance

2000-Present

Designed and built logos, letterheads, interactive advertising, websites, and other media for numerous commercial and non-profit clients.

## Skills

Tools: Photoshop, Illustrator, InDesign, QuarkXPress, Flash, BBEdit, Coda  
Languages: HTML + CSS, PHP, MySQL