

# Stephen Chovanec

2720 S. Arlington Mill Drive, Arlington VA 22206

phone: 646-541-0020 portfolio: [www.six-16.com](http://www.six-16.com) blog: [www.six-16.com/stoppages](http://www.six-16.com/stoppages)

## Profile

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Design and concept leader with deep expertise in user experience focused solutions. Team player with successful track record of leading the design and development process in fast-paced and high-energy environments from the discovery phase through prototyping and analysis to delivery.

## Experience

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**Senior Designer, PBS.org Interactive** Arlington, VA (2006 – present)

- Provide overall strategic creative direction for core PBS.org education sites
- Facilitate understanding between content and tech developers
- Enhance user experience and accessibility through design patterns and best practices
- Develop, facilitate, analyze, and document user testing
- Present design concepts that are persuasive and informative
- Hire and manage creative consultants

*Specific projects:*

**Led the redesign of PBS Teachers, one of the core super sites on PBS.org.**

*Results:* enhanced user-centered experience, improved accessibility to multiple levels of content, and enhanced SEO.

**Guided the redesign of PBS TeacherLine, one of the core super sites on PBS.org.**

*Results:* improved information architecture and user interface design that resulted in enhanced usability and increased customer satisfaction.

**Formed and managed the user experience team for Peer Connection, a suite of online professional development coaching tools for PBS Teachers.**

*Results:* intuitive taxonomy and user-centered design and typography that resulted in increased customer satisfaction and site traffic.

**Guided the user interface design for the new PBS Digital Learning Library, which included prototyping and focus group testing with teachers.**

*Results:* teacher-tested, intuitive design that included outside-of-the-box thinking. The ideas generated by the testing are now being incorporated into the final design.

**Principal, Design Plane** • Corvallis, OR (1999 – 2006)

Provided art direction and project management for a broad range of projects for print and web, with a focus on creative problem solving and branding. Hired and managed production support staff. Managed scheduling, project budgets, production, and liaison with outside consultants and vendors. Clients represented education, arts, technology, health care and retail, including: Oregon State University, Hewlett-Packard, Simpson Paper, Van Nostrand Reinhold, and Peak Internet.

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## **Art Director, Rogue Wave Software • Corvallis, OR (1998 – 1999)**

Developed and maintained corporate design standards worldwide. Directed the design of websites, interactive media, print, packaging, and trade show exhibitions. Collaborated with product managers to develop marketing strategies, advertising, and direct mail campaigns. Supervised, mentored, and provided art direction for in-house design staff, ad agency of record, and freelance designers and photographers.

## **Art Director, Acres • Corvallis, OR (1996 – 1998)**

Designed all corporate materials, including product logos and identity, brochures, advertisements, posters, and catalogues. Collaborated with product managers to develop new games, which included designing user interfaces and animation as well as development of marketing strategies. Art directed photographers, illustrators, and animators.

## **Skills**

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XHTML, CSS, jQuery, Adobe Creative Suite, Agile Development Method, Google Analytics  
Fluent on both Mac and PC platforms

## **Education**

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MFA/Design, Virginia Commonwealth University, with honors  
BFA/Design, Virginia Commonwealth University