

Hello!

My name is Steven Binnig.

I'm a digital and multimedia designer who is passionate about building, growing and strengthening brands. My most recent experiences are in financial services and broadcast television, where my work could be seen in over 55 million homes. I have additional experience in pharma, software/UI design and television commercial production and post-production.

Experience

Macquarie Asset Management, Philadelphia, PA
MULTIMEDIA DESIGNER (4/2015-5/2024)

- Responsible for the creation and management of all internal multimedia designs for global investment firm
- Designed social media carousels, animations and static images
- Animated video opens, transitions and lower third video overlays
- Created the firm's first podcasts, including music, editing and sound engineering
- Shot video testimonials from start to finish, including lighting, audio, editing, and color correction
- Recorded and edited audio and video for global webinars
- Designed static and animated web banners
- Created web UI prototypes
- Coordinated multi-camera shoots and edits for Senior Leadership conferences
- Designed static and animated content for in-person and virtual conferences

NBC Universal, Philadelphia, PA
DIGITAL DESIGNER AND ANIMATOR (3/2007-8/2014)

- Developed Sprout network's brand identity and ensured it remained clear and consistent in collaboration with Director of Creative, Director of Marketing
- Provided creative direction and managed projects for internal and external design teams and agencies
- Supported digital team by supplying art and creative direction for email, social media and pro-social initiatives; designed artwork for web UI and mobile apps
- Designed on-air graphic packages for seasonal stunts, including logo/animated bug for NBC Kids

CONTACT

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EDUCATION

Bachelor of Arts,
Communication Studies
West Chester University

SKILLS

- Graphic design
- Animation
- Video and podcast shooting and editing

TOOLS

- After Effects
- Premiere
- Audition
- Illustrator
- Photoshop
- InDesign
- Acrobat
- HTML
- CSS
- Sharepoint
- Workfront
- Jira