

STEPHEN JABLONSKY

CREATIVE DIRECTOR + DESIGNER + STRATEGIST + LEADER



Seattle, WA

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Creative director with **extensive experience** in immersive design execution, creative leadership, brand strategy, and film production. Thrives at the synthesis of art, design, and technology.

Leverages expertise in **visual identity, marketing and storytelling** to execute highly-engaging solutions for **top-tier clients** across multiple industries, including NBC, HBO, American Express, Encyclopedia Britannica, Microsoft, The Bill and Melinda Gates Foundation, The World Bank, The Seattle Sounders, Concur, and Viacom.

Multi-disciplinary design portfolio spans brand identity, experiential / UX design, print & interactive marketing, software applications, multimedia installations, information design, and film.

Combines success as a designer, visual storyteller, educator, filmmaker, and artist to develop **bold solutions** to complex problems. Utilizes design thinking process, human-centered design, and UX best practices to produce unique works of high **technical caliber** and exceptional aesthetic value.

Robust client management, team development, and leadership skills. Proven ability to **mobilize, train, and develop creative talent**, resulting in **timely, on-budget, and award-winning** projects.

CORE COMPETENCIES

Creative Direction + Brand Strategy + Creative Development + Team Leadership / People Management + Design Strategy + UI/UX + Interaction Design + Human-Centered Design + Information Design + Multimedia Installations + Creative Project Management + Film Direction + Video Production + Animation, + Virtual Reality (VR) / Augmented Reality (AR) + Scriptwriting

AWARDS

www.imaginarystudio.com | Print Magazine award-winner for Self-Promotion, Silver medal for the Summit Creative Awards, Award of Distinction from the Communicator Awards

www.redflower.com | Award of Excellence, American Graphic Design Awards

"Homicide" web site for NBC.com | Best Overall Design, New Media Invision Awards

Live Wire 1.0 | Winner: New Voices, New Visions, resulting in the commercial distribution of Live Wire and an exhibition at the International Center of Photography

EDUCATION

MFA Photography and Related Media | [School of Visual Arts](#)
BFA Photography | [School of Visual Arts](#)

RELEVANT EXPERIENCE

UX Lead | **Substantial** | Seattle, WA 2019 – present

Creative direct, design and spearhead UX research for enterprise software client.

- **Own UX design process for data science software**, including UI design, UX research, product envisioning, and design implementation.

Creative Director | **Intentional Futures** | Seattle, WA 2014 – 2018

Built interdisciplinary design team from the ground up. Led ideation, development, and production of wide spectrum of solutions including product envisioning, interactive experiences, marketing materials, presentation graphics, and films for top-tier clients spanning numerous industries.

- **Led, developed, mentored, and mobilized team of 10 designers, illustrators, and developers** toward on-time, high-caliber project completion.
- **Owned and managed multiple agency relationships and vendor partnerships** to provide diverse deliverables and ensure project success.

Select projects:

- **Bill and Melinda Gates Foundation:** Oversaw development of strategy-aligned interactive digital experiences, branding materials, presentation graphics, and film / video content; led deep envisioning projects, integrating emerging tech and global topics to shape the Foundation's future. Spearheaded Foundation brand expansion for Bill and Melinda Gates through high profile presentation materials on the global stage.
- **Microsoft:** Led team on idea generation and creative execution of advanced technology film projects. Launched personal brand development for VP of Communication, Frank Shaw, through coordinated social media, thought leadership and public speaking strategy.
- **Gates Ventures:** Developed brand and content strategy for Bill Gates personal learning sessions with 40+ in-depth investigations of topics ranging from healthcare and educational technology to machine learning and autonomous vehicles.
- **The World Bank:** Created impactful animated presentation for Jim Yong Kim's speech at the Mobile World Congress event in Barcelona.
- **Seattle Sounders:** Conceived and produced immersive virtual reality (VR) experience leveraging innovative bandwidth-optimization technology; featured at the team clubhouse and enjoyed by 1,000+ fans; success led to use as signature case study by VR agency partner.

Creative Director | **Imaginary Studio** | New York, NY

1995 – 2014

Founded interactive strategy and design firm focused on the synthesis of interactivity, art, and film. Developed innovative solutions spanning UX, UI, front-end development, graphic design, illustration, motion graphics, film, and art installation for clients such as NBC, RCA, HBO, Cinemax, American Express, Encyclopaedia Britannica, New York University and Aperture Magazine.

Select projects:

- **The Climate Group:** Promoted international climate event, Climate Week, in NYC to thousands of people through motion graphic spots playing in all NYC taxicabs and on multi-story facade of the NASDAQ building in Times Square.
- **Postcards from Tora Bora:** Produced, edited, and animated feature length documentary about a woman's reunification with her father after being separated during the Soviet war in Afghanistan. Film premiered at the Tribeca Film Festival in 2007.
- **Pace/MacGill Gallery and School of Visual Arts:** Conceptualized and designed gallery exhibition for Peter MacGill that used a Web-based application to allow gallery visitors and online users to curate over 120,000 self-portraits posted on Flickr.com; project eventually displayed 1.2M+ self-portrait assets.
- **Laurie Anderson / Swiss Expo:** Collaborated with musician/artist Laurie Anderson to create an elegant interactive installation combining live digital image capture with animation, video and sound for the Swiss Expo in Yverdon, Switzerland.
- **The New Media Reader / MIT Press:** Developed interactive experience illustrating the theories of video installation artist Grahame Weinbren for this journal dedicated to the history of early interactive art.
- **Encyclopaedia Britannica:** Created UI for targeted educational experiences as well as their flagship interactive product, which provided a more efficient and engaging way to access a wealth of content.

Designer | **NBC Interactive** | New York, NY

1996 - 1997

- **Created visual style, narrative structure, and coded** *Homicide: Second Shift*, the critically acclaimed interactive version of NBC's TV show *Homicide: Life on the Streets*.
- **Integrated** the actors and set of the TV series to create one of the first-ever convergence properties.

ADDITIONAL SKILLS & ACHIEVEMENTS

Technical / Software

Design: Photoshop, Illustrator, InDesign; XD, After Effects, Premiere Pro, Trapcode Suite, InVision, Figma, Framer X
Coding / interactive: HTML, CSS and basic JavaScript, WordPress, AE Expressions

Thought Leadership

Designer + Presenter, PechaKucha Presentation on Collaboration | 2017

Panel Organizer + Participant: Making Design Move: Storytelling, Data Viz, UX & More | Northwest Film Forum | 2016

Teaching Experience

Associate Professor of Digital Media, Ramapo College of New Jersey, Mahwah, NJ | 2004 - 2014

Taught a wide range of courses in design and digital media. Served as Communication Arts department chair between 2009 and 2012.

Faculty: MFA Dept. of Photography, Video and Related Media, School of Visual Arts, New York City | 2003 - 2013

Taught courses in video editing, visual effects, and interactivity.

Portfolio Links

Interactive Design, Motion Graphics & Illustration Work | stephenjablonsky.com

Case Studies (password: sj2019) | http://stephenjablonsky.com/sj_case_studies3_2019.pdf

Film Reel | <https://vimeo.com/321801234>

Publications

Wired Magazine, Photo Illustration printed for publication

New Media Reader | Noah Wardrip-Fruin & Nick Montfort. MIT Press. | Interactive art contributor

Forbes ASAP Magazine, 11 photo illustrations printed for publication

Industry Standard Magazine, Cover Illustration and one internal illustration printed for publication

Photoshop and the Web | Mikkel Aaland. O'Reilly | Contributed two chapters of Photoshop techniques related to web production

Associations

IXDA (Interaction 19) | Digital Experience Director (2018 – 2019)

Design in Public (Seattle Design Festival) | Board Member (2015 – 2019) | Board President (2016 - 2017)

Select Exhibitions

NYWIFT 2nd Annual Online Shorts Festival | 2018 | Bijoux: The Nebula

Benaroya Hall | 2015 | Seattle, WA | Screening of Bijoux: The Nebula, as part of project Origins: Life and the Universe

Tastes Like Chicken Gallery | 2013 | Beacon, NY | Exhibited 8 Archival Inkjet Prints in various sizes

Climate Week 2010 | NASDAQ Building and Marquee in Times Square | NYC | Screened 30-second public service animation

Climate Week 2010 | All New York City taxicabs | NYC | Screened 30-second public service animation promoting Climate Week

Selfportrait | 2006 | Pace/MacGill Gallery | NYC | Browser-based interactive portrait application (displayed at the gallery and online)

Photography, Interactive and Video Exhibitions

The Decade Show | 2012 | Penn State University, PA | Exhibited one 36-inch by 36-inch Archival Inkjet Print

Valentine's Day Group Show: Spire Studios | 2010 | Spire Studios, Beacon, NY | Exhibited one 36-inch by 36-inch Archival Inkjet Print

Climate Week 2009 | NASDAQ Building in Times Square, NYC | Screened 15-second public service animation

Climate Week 2009 | All New York City taxicabs | NYC | Screened 15-second public service animation

Faculty Exhibition 2008 (group show) | Kresge Gallery and Pascal Galleries | Ramapo College | Mahwah, NJ | Exhibited "selfportrait" interactive photography project

Bleeding Heart(s) Group Exhibit | 2005 | The Garage, Brooklyn, NY | Exhibited two 36-inch by 36-inch Archival Inkjet Prints

Bulletproof: Spire Studios Invitational Group Show | 2004 | Spire Studios | Beacon, NY | Exhibited two 30-inch by 30-inch Digital C-Prints

Solo Show | 2003 | Superfine Gallery | Brooklyn, NY | Exhibited six 30-inch by 30-inch Digital C-Prints

Solo Show | 2003 | Noodle Pudding | Brooklyn, NY | Exhibited six 30-inch by 30-inch Digital C-Prints

When Hoboken Was Hoboken | 2001 | Maxwell's | Hoboken, NJ | Video screening with multi-media performance

Negative Space (group show) | 2000 | Maxwell's | Hoboken, NJ | Exhibited eight 11-inch by 14-inch black & white photographs from China

La Coscienza Luccicante | 1998 | Dalla Videoarte All'arte Interattiva (group show) | Palazzo delle Esposizioni | Rome, Italy | Exhibited Live Wire 1.0, an interactive narrative

SVA 50th Anniversary Exhibition (group show) | 1997 | Howard Greenberg Gallery | NYC | Exhibited one 20-inch by 24-inch Digital C-Print

New Voices, New Visions (group show) | 1995 | International Center for Photography, New York, NY | Exhibited Live Wire 1.0, an interactive narrative

New Photographs (group show) | 1993 | Visual Arts Gallery, New York, NY | Exhibited twelve 30-inch by 30-inch C-Prints

Film Screenings

CalArts Expo | 2019 | Bijoux: The Nebula

NYWIFT 2nd Annual Online Shorts Festival | 2018 | Bijoux: The Nebula

Northwest Film Forum "Local Sightings" Festival | 2016 | Seattle, WA | Screening of film project Bijoux: The Nebula

Benaroya Hall | 2015 | Seattle, WA | Screening of Bijoux: The Nebula, as part of project Origins: Life and the Universe

State of Film Festival | 2012 | State College, PA | Screening of documentary film Postcards from Tora Bora

Wisconsin Film Festival | 2008 | Madison, WI | Screening of documentary film Postcards from Tora Bora

Kassel Documentary and Video Festival | 2008 | Kabul, Afghanistan | Screening of documentary film Postcards from Tora Bora

Kassel Documentary and Video Festival | 2007 | Kassel and Berlin, Germany | Screening of documentary film Postcards from Tora Bora

Union Docs Documentary Film Series | 2007 | Brooklyn, NY | Screening of documentary film Postcards from Tora Bora

Mill Valley Film Festival | 2007 | Mill Valley, CA | Screening of documentary film Postcards from Tora Bora

Idaho International Film Festival | 2007 | Boise, ID | Screening of documentary film Postcards from Tora Bora

Global Peace Film Festival | 2007 | Orlando, FL | Screening of documentary film Postcards from Tora Bora

Tribeca Film Festival | 2007 | New York, NY | World Premiere of feature length documentary Postcards from Tora Bora