Steven Pierce

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Creative Director

I am a versatile Creative Director and UX Leader with 15 years of creative experience. I have led creative teams and UX initiatives, driving brand positioning and GTM strategy. I have managed multidisciplinary teams to improve operational efficiency, and increased revenue for my last company. That increase was more than **100%** within **2 years**.

WORK EXPERIENCE

StevenPierceArt.com • 01/2020 - Present

StevenPierceArt.com is an innovative company geared to provide a variety of deliverables to external agencies. Clients range from fortune 150 companies, to AAA gaming studios and movie productions with high budgets. AI has become a large part of what they do for their clients. Traditional services include Illustration and concept art, video production, and UI/UX design and consultation. Some of the AI services provided are social media ad commercials, animated avatars for faceless channels, video content, and visual storytelling.

Freelance Creative Director / UX Director / AI Marketing and Consultant

- Engaging content for social media platforms, significantly improving client reach and interaction by more than **50%** in **3 months**, without relying on traditional methods.
- Provide executive-level creative and UX leadership for SaaS, media, and enterprise clients. Mentor clients in best practices.
- Deliver high-impact concept direction, animation, interactive experiences, and AI solutions that will increase market share and retention by more than **30%** in **2025**.

Industrial3D / LawFX • 01/2022 - 01/2025

Chief Operating Officer

- Transformed brand identity and integrated advanced technologies, resulting in a 100% revenue increase within 4 years through strategic operational management.
- Enhanced project management for high-ticket clients, resulting in improved client satisfaction and retention through tailored service delivery.
- Modernized production pipelines and technology stack, introducing Unreal Engine 5 as a core real-time capability

Casamba Inc. • 01/2018 - 01/2020

UI/UX Director / Illustrator / Art Director

- Directed UI/UX, animation, and multimedia for enterprise SaaS portfolio.
- Built modern UX workflows incorporating behavioral research and design thinking.
- Led creative refresh across animation, video, and digital marketing assets to support growth increased retention by **25% in one year.**

Fuel.tech • 01/2016 - 01/2018

Chief Creative Officer

- Owned creative vision and execution across AR/VR, web, mobile, and interactive platforms.

SKILLS

Hands-on, Presenting, Product Marketing, Storytelling, Tactical execution

CORE COMPETENCIES:
AI marketing and video generation, Animation Direction, Brand Development, Creative Leadership, Design Systems, GTM Strategy, Immersive Media, Pipeline Optimization, Real-Time Engine Integration, UX/UI Strategy

TOOLS & TECHNOLOGIES:
Adobe Suite, After Effects, Cinema 4D, Modo, Premiere, Unity, Unreal Engine

EDUCATION

Masters of Science, Digital Interactive Entertainment
University of Central Florida, FIEA

B.F.A., Illustration
Ringling School of Art & Design

- Managed multidisciplinary creative teams and implemented advanced workflows to increase speed, quality, and output.

Baker Hughes • 01/2012 - 01/2016

Creative Director & UX Lead

- Invented and patented novel data visualization methods (U.S. Patent #9153050).

- Delivered 250+ animations supporting global trade shows, executive communications, and marketing initiatives.

Art Institute of San Antonio

Department Chair – Game Art & Design / VFX

PI Studios

Lead Concept Artist / Art Director

- AAA titles: Rock Band, Wolfenstein, Call of Duty, Rogue Warrior, Bonk, Bomberman, Quake Arena

PUBLICATIONS

U.S. Patent #9153050 for data visualization

multiple additional patents filed.