



# STEVE CUP

## Graphic Designer

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New York, NY

### Summary:

Skilled Graphic Designer with 8+ years of experience across both print and digital media. Worked with some of the biggest names in sports and entertainment for licensed merchandise. 3D Printing enthusiast.

### Experience:

#### Freelance Graphic Designer | Membership Zen

Jan 2024-Present

- Branded merchandise design for college sports and local entertainment personalities.
- Rebranding of existing fan club and membership sites.
- Poster, event graphic, and social media design across both digital and print media.

#### Instructor | Concorde Education

July 2023-Present

- Introduce STEM concepts to underserved communities through after school programs.
- 3D Printing and Design instructor, summer 2023.
- Digital Animation instructor, fall 2024.

#### Senior Digital Illustrator | RECUR Forever Inc.

Oct 2021-Dec 2022

- Created concept art and design pitch decks for future and prospective online branded experiences.
- Ensured all design work adhered to brand guidelines and standards across multiple IPs.
- Animated short-form video content for web experience and social media.
- Manage team of up to 8 designers, illustrators and animators. Run daily stand-ups, report progress with project managers and key stakeholders and provide individual 1-on-1 meetings with direct reports.

#### Graphic Designer | The Topps Company

Oct 2015-Oct 2021

- Trading card designer for Marvel, Disney, MLB, and UEFA digital product lines.
- Submit and revise designs ensuring all art adheres to licensor standards and style guides.
- Export card designs, motion graphics and 3D objects for import into Unity.
- Maintained an average of above 4.0 rating in
- Collaborated with marketing teams to develop high-impact visuals to increase customer engagement.

#### Production Artist | DICK's Sporting Goods

Jan 2013-Jun 2015

- Layout and typeset product ads for weekly newspaper inserts.
- Resized, retouched, and color corrected images for print and web applications.

### Education:

School of Visual Arts | Masters Degree | Illustration as Visual Essay

Art Institute of Pittsburgh | Bachelors Degree | Graphic Design

### Skills:

Licensed Merchandise, Print and Digital design, Collectibles, Apparel, Branding, Illustration, 3D Modeling, Motion Graphics, 3D Printing, HTML/CSS

### Software:

Adobe Photoshop, Illustrator, After Effects, InDesign, Blender, Cinema4D, RIVE