

# STEPHEN JABLONSKY

[CREATIVE DIRECTOR + DESIGN STRATEGIST + DIGITAL MEDIA CONSULTANT]



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Creative director with 20+ years of immersive design execution, creative leadership, and innovation experience. Thrives at the synthesis of art, design, and technology.

Leverages expertise in **interface design and feedback systems** to execute **interactive** and highly-engaging solutions for **top-tier clients** across multiple industries, including NBC, HBO, American Express, Microsoft, The Bill and Melinda Gates Foundation, The World Bank, The Seattle Sounders, Concur, and Viacom.

**Multi-disciplinary design portfolio** spans experiential / UX design, interactive web sites, software applications, multimedia installations, information design, film, and digital consulting projects.

Combines success as a designer, visual storyteller, educator, filmmaker, and artist to develop **bold solutions** to complex problems. Utilizes concepts of community, narrative structure, and game theory to produce unique work 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 + Interface Design + Information Design + Film Direction + Interaction Design + Photography + Multimedia Installations + Creative Project Management + User Interface Design + Video Production + Animation, + Design Strategy + Virtual Reality (VR) / Augmented Reality (AR) + Scriptwriting + Human-Centered Design

## AWARDS

[www.imaginystudio.com](http://www.imaginystudio.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](http://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

**Creative Director** | [Intentional Futures](#) | Seattle, WA

2014 – 2018

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

- **Led, developed, mentored, and mobilized team of 8-10 designers, illustrators, and developers** toward on-time, high-caliber project completion.
- **Owned and managed multiple agency relationships and vendor partnerships** to 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.
- **Microsoft:** Led team on idea generation and creative development of envisioning projects.
- **Seattle Sounders:** Conceived and developed immersive virtual reality (VR) experience leveraging innovative bandwidth-optimization technology; featured at stadium clubhouse and enjoyed by 1,000+ fans; success led to use as signature case study by VR agency partner.
- **Concur:** Created interactive onboarding tool based on 100 hours of interviews with client stakeholders and Concur users; distilled robust roadmap of customer journey across multiple product lines to identify key pain points; made recommendations to Concur senior leadership that were used to inform product enhancement strategy and investments.

**Creative Director** | [Imaginary Studio](#) | New York, NY

1995 – 2014

*Founded interactive strategy and design firm focused on the synthesis of art, film, and commercial design. Developed innovative solutions spanning graphic design, illustration, motion graphics, film, and art installation. Clients included NBC, RCA, HBO, American Express, Encyclopaedia Britannica, and New York University.*

### Select projects:

- **Climate Week:** Designed and developed motion graphics spot promoting signature climate event in New York City; spots played in all (10,000+) NYC taxicabs and on the NASDAQ building in Times Square.

## Select projects, continued:

- **Postcards from Tora Bora:** Produced, edited, and animated feature length documentary about Afghanistan. Film premiered at the Tribeca Film Festival in 2007.
- **Pace/MacGill Gallery and School of Visual Arts:** Conceived and designed Web-based application to allow gallery visitors and online users to curate over 120,000 self-portraits posted on Flickr.com; project eventually generated and successfully parsed 1.2M+ self-portrait assets.
- **Laurie Anderson / Swiss Expo:** Conceptualized and delivered multi-discipline software solution combining live digital image capture with animation and video; designed and implemented remote log-in allowing recalibration and maintenance from any location worldwide.
- **The New Media Reader / MIT Press:** Developed a CD-ROM interface illustrating the theories of video artist Grahame Weinbren for this journal dedicated to the history of early interactive experiments.
- **Encyclopaedia Britannica:** Originated a new research interface for the CD2000 product, which provided a more efficient and engaging way to access information from the database.
- **Nonprofit projects:** Designed and developed elegant, high-impact annual reports for several national nonprofit organizations.

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

1996 - 1997

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

## ADDITIONAL SKILLS & ACHIEVEMENTS

### Technical / Software

Adobe Creative Suite: Photoshop, Illustrator, InDesign; Adobe After Effects, Adobe Premiere Pro  
Coding / Programming: HTML, CSS and WordPress / basic knowledge of JavaScript

### Thought Leadership / Teaching Experience

**Designer + Presenter, PechaKucha Presentation on Collaboration** | 2017

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

**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 and Related Media**, School of Visual Arts, New York City | 2003 - 2012

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

### Portfolio Links

**Interactive Design, Motion Graphics & Illustration Work** | [stephenjablonsky.com](http://stephenjablonsky.com)

**Intentional Futures** | [intentionalfutures.com](http://intentionalfutures.com)

**Postcards from Tora Bora** (Feature-length documentary) | [postcardsfromtorabora.com](http://postcardsfromtorabora.com)

*(do to the nature of my client work, many recent portfolio pieces can only be shown in person or by special request)*

### 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

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

### Select Exhibitions

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

**Benaroya Hall | 2015** | Seattle, WA | Screening of Bijoux 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 | Web-based interactive application (displayed at the gallery and online)

## Photography, Interactive and Video

**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 CD-ROM

**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 CD-ROM

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

## Film

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

**Benaroya Hall | 2015** | Seattle, WA | Screening of Bijoux 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