

Steven Cooper

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Senior Graphic Designer

Creative and adaptable designer with 10+ years of experience maximizing marketing success through engaging and aesthetically exciting visuals, products, and campaigns. Elevates brand images during end-to-end growth and transformation initiatives, leveraging web development skill set to build innovative solutions that drive internal efficiency and flexibility.

CORE COMPETENCIES

Graphic & Visual Design • User Interface/Experience (UI/UX) Design • Brand Design & Strategy • Product Design
Photo/Video Editing • Web & Social Media Marketing • Project Management & Delivery • eCommerce • Logo/Icon Design
Team Leadership & Mentorship • Cross-Functional Collaboration & Communication • Creative Problem Solving

EXPERIENCE

DRAFTKINGS, INC. | Remote

05/2022 - 04/2024

Senior Graphic Designer

- Maximized marketing efforts for product launches in new jurisdictions by creating designs and mock ups for promotional landing pages and CRM assets, as well as shaping combined DraftKings/Golden Nugget brand strategy.
- Boosted marketing retention efforts during transitional period by spearheading all Golden Nugget branding designs and visuals, including growth and social media marketing collateral.
- Launched new DraftKings product in PA jurisdiction in 09/2023, creating product and promotional material design in alignment with Golden Nugget branding for seamless customer transition to new system.
- Transitioned Golden Nugget branded products and services to DraftKings environment in support migration and integration of legacy technology platforms to new systems.

GOLDEN NUGGET ONLINE GAMING | Remote

01/2021 - 05/2022

Acquired by DraftKings in 2022.

Senior Graphic Designer

- Promoted during period of expansive growth to lead four-member Design team in steering transformation of traditional brick and mortar business into leading online brand.
- Served as mentor and go-to product/industry subject-matter expert (SME) for Design team while leading project management efforts to accelerate delivery and enforce cohesive team structure.
- Shaped brand design style in close collaboration with Product and Marketing teams; ensured compliance with evolving industry and regulatory standards by quickly adapting product, marketing, and branding materials.
- Boosted customer acquisition, retention, and engagement by designing visually appealing static and animated banners for promotions, emails, digital marketing, and social media campaigns.
- Continually improved UX by building interactive landing pages on website and mobile application using HTML, CSS, and JavaScript for improved visual design and accessibility elements.

Select Achievements

- Played pivotal role in scaling design team and project management processes to meet increased demand and marketing needs as brand pivoted primarily to eCommerce channels and team moved to remote environment during 2020.
- Launched business in MI jurisdiction in 2020 by updating all designs for branding, messaging, and visuals that had previously only targeted primary NJ market.
 - Enabled Golden Nugget to redirect customers to correct jurisdiction by creating multi-state landing page, preparing company for further growth into new U.S.-based markets.
- Streamlined and improved customer-facing communication by creating email templates and graphics in compliance with Golden Nugget's brand standards and industry regulations.
- Enhanced UI by allowing CRM team to include engaging visuals and text in customer-facing offerings, developing customized tool that integrated images and text within back-office system.
- Streamlined customer support by building bespoke user help center integrated directly with Golden Nugget application, developing back-end content management system to enable efficient article management and updates.
- Enhanced team collaboration and efficiency by introducing modified version of Agile and Scrum project management methodologies, as well as implementing automated Jira workflows for improved organization.

Web & Graphic Designer

- Hired as in-house Graphic Designer to support Product and CRM teams; quickly expanded responsibility to enhance UX and front-end web design during new product launches and vertical establishments.
- Extended product functionality through PHP and MySQL database support to streamline back-office processes and enhance overall UX/UI on website and mobile application's front end.
- Liaised between Marketing group, Engineering teams, and third-party partners to drive innovative development projects for new product launches, aligning product features with design standards.

Select Achievements

- Launched first-of-its-kind Live Dealer product in 2017 and catapulted to top of NJ market within less than three months; spearheaded customization of product's core UI and digital elements, including logo, icon, and card design.
 - Converted traditional brick and mortar customers to online business by rolling out large-scale marketing campaign with combination of digital and print design elements.
- Instrumental in developing branding for new sportsbook product vertical in 2018, collaborating with third-party company to integrate new business into existing website and application design.
 - Enabled user-friendly search function in new mobile application by developing creative solution to migrate desktop UI components into mobile environment.
- Increased acquisition and retention of high-value customers by developing promotional campaigns for wagering competitions that ran from 2018-2022, emphasizing position as luxury eCommerce brand in marketing assets.
 - Rolled out automated leaderboards during competitions to efficiently track player rankings, designing custom functionality in coordination with Business Analyst and Marketing team.

IT Manager & Graphic Designer

- Provided technical support and design services to maximize online user engagement for family-owned antique gallery specializing in selling hand-colored antique engravings and custom framing.
- Resolved general IT issues for all gallery computers, mobile devices, printers, software, and Internet systems; streamlined internal operations by building custom web-based tools, such as invoice system and image databases.

Select Achievements

- Increased web traffic by creating company website from scratch in alignment with UI design best practices; continued to maintain accessibility of online content and inventory.
- Promoted interest in The Antiquarium brand by designing visually engaging newspaper and magazine ads based on in-depth understanding of typography, formatting, and aesthetics.
- Improved organic search results for company website by spearheading search engine optimization (SEO) efforts.

EDUCATION

TEXAS STATE UNIVERSITY | San Marcos, TX

Bachelor of Business Administration, Business Management

TECHNICAL

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- **Design:** Adobe Creative Cloud Suite (Photoshop, Illustrator, Premiere Pro, InDesign), Vector Illustration, Figma
 - **Development:** HTML, CSS, PHP, JavaScript, MySQL, SEO, SEM, Google Analytics, Google Tag Manager
 - **Productivity:** Microsoft Office Suite, Word, Excel, PowerPoint, Google Workspace, Docs, Sheets, Slides
 - **Project Management:** Agile, Scrum, Asana, Jira