

# Tanisha Steverson

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Creative Director | Art Director | AI Evangelist

Creative leader with **8+ years of experience** driving **branding, UX/UI, and interactive content** for global brands. At **Mattel**, I contributed to a **66% year-over-year increase in Hot Wheels' YouTube views**, aligning **design strategies with high-impact social media campaigns**, which also led to a **7% increase in sales**. Led **rebranding initiatives** for organizations like **Syracuse University**, resulting in a **40% increase in customer loyalty**. Passionate about **inclusive design and innovative storytelling**, I create **engaging digital and physical brand experiences** that resonate across diverse audiences.

Skills

Art Direction  
Brand Strategy  
User Experience Design (Figma, Adobe XD)  
Generative AI (Midjourney, ChatGPT, Adobe Firefly)  
2D Illustrations  
Interaction and Visual Design  
3D Rendering (Blender)  
Prototyping and Wireframing  
Motion Graphics & Animation

Links

[Portfolio](#)  
[LinkedIn](#)

## Employment History

### 1 Design Lead (Art Director)

Mattel, Remote

June 2022 – Present

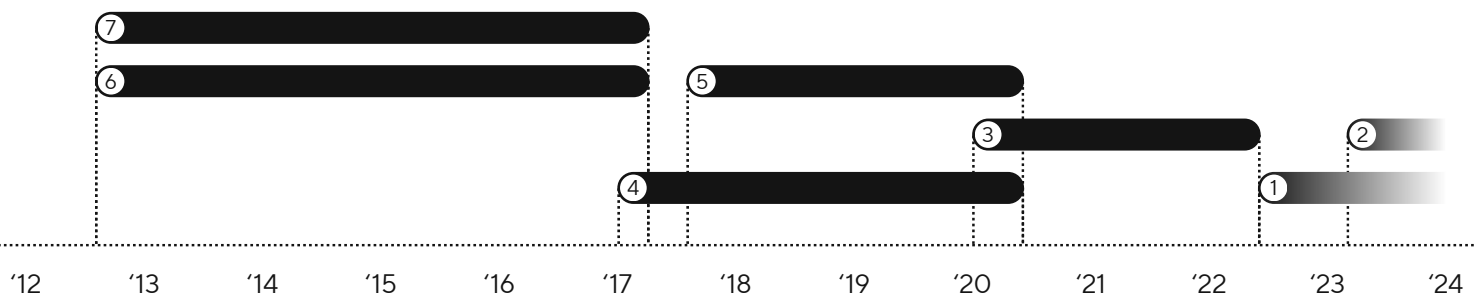
- **Spearheaded creative strategy and execution** for Mattel's iconic brands (**Polly Pocket, Disney Princesses, Hot Wheels, Matchbox, and Disney Pixar Cars**), collaborating with internal teams and external partners to **develop scalable design systems, enhance visual storytelling, and increase user engagement by 10%**.
- **Directed high-impact design projects** using Adobe creative Suite and Figma, within cross-functional teams, aligning **visual identity, brand strategy, and user engagement goals** across omnichannel marketing, product development, and external creative agencies.
- **Developed user-centered design strategies**, driving a **10% boost in customer engagement** by crafting packaging and content that **resonated with target audiences**.
- **Integrated generative AI tools** (Midjourney, Firefly, ChatGPT) to optimize creative workflows, streamline ideation, and enhance content scalability. Utilized **AI** for rapid concept visualization, generating high-fidelity mood boards and iterative design explorations to accelerate approval cycles.

### 2 AI & Content Domain Expert (Freelance)

Mindrifft, Remote

March 2023 – Present

- **Developed and refined AI-generated content** for humanities subjects, integrating **art, linguistics, literature, and cultural studies** into AI-driven learning models.
- **Engineered domain-specific prompts** to enhance the accuracy, engagement, and contextual relevance of AI-generated educational content.
- **Optimized multimodal AI workflows** to ensure AI-generated responses aligned with **academic rigor, creative storytelling, and user engagement best practices**.
- **Collaborated cross-functionally** with AI engineers, content strategists, and product teams to fine-tune AI models, improving their ability to interpret and generate high-quality content.
- **Applied ChatGPT for structured content development and workflow automation**, enhancing research efficiency and AI response generation.



- **Contributed to Hot Wheels' 66% year-over-year growth on YouTube**, aligning design strategies with successful social media campaigns, which also correlated with a **7% increase in sales**.

### 3 Creative Director

Nerdy Bear Studios, Remote

January 2020 – June 2022

- **Directed** creative vision for **video games**, enhancing character design and storytelling for cultural impact.
- **Directed cross-functional creative teams** of designers, illustrators, and 3D artists, ensuring a **unified brand vision** across multiple projects and prototypes.
- **Developed branding and visual storytelling strategies** using Adobe Creative Suite and Figma, contributing to a **30% increase in visibility** for the studio's projects.
- **Mentored and guided creative teams**, fostering an **innovative, collaborative environment** that boosted team productivity by **25%** and encouraged cross-disciplinary exploration.
- **Spearheaded prototyping and concept development using Figma**, refining design workflows to enhance project efficiency and creative execution.

- **Leveraged AI-driven creative processes** to streamline educational content creation, testing and evaluating outputs to ensure quality, inclusivity, and audience relevance.

### 4 Creative Director & Designer

Syracuse University, Syracuse

January 2017 – June 2020

- **Led the rebranding initiative** for **Syracuse University's Accessible Syracuse Program Initiative (ASPI)**, unifying departments under a **cohesive visual identity** that improved **communication, accessibility, and engagement**.
- **Developed a comprehensive branding strategy** to ensure all **educational materials, public-facing content, and digital platforms** aligned with the university's mission of **inclusivity and accessibility**.
- **Directed a team of designers and content creators**, overseeing **branding, digital media, print assets, and campus signage**, resulting in a **20% increase in cross-departmental collaboration and visibility**.
- **Created a university-wide branding guide**, standardizing **logos, typography, and color schemes** to ensure consistent messaging across all platforms.
- **Worked closely with academic departments and accessibility specialists**, ensuring that the **new brand identity supported diverse student needs**, leading to **higher engagement from historically underrepresented groups**.

## Education

### 5 Master of Fine Arts: Digital Art

Syracuse University

August 2017 – June 2020

- Focus: **Digital Art, Interactive Media, Motion Graphics, 3D Animation**
- Specialized in **UX/UI, Illustration (2D & 3D), and immersive storytelling**, integrating **technology with creative direction**.

### 6 Bachelor of Art: Arts, Ideas and the Humanities

University of Michigan, Ann Arbor

August 2012 – April 2017

- Interdisciplinary focus on **visual culture, media theory, and creative storytelling**, exploring how **art, literature, and design shape human experience**.

### 7 Bachelor of Art: Anthropology

University of Michigan, Ann Arbor

August 2012 – April 2017

- Emphasis on **ethnographic research, cultural analysis, and human-centered design**, applying social sciences to **branding, UX/UI, and narrative-driven experiences**.

## Soft Skills

- **Creative Leadership & Empathy**
- **Cross-Functional Collaboration & Teamwork**
- **Problem-Solving & Adaptability**
- **Effective Written and verbal Communication**

