

Yaffe.

STEVE YAFFE
DESIGN & CREATIVE DIRECTOR

CONTACT

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EDUCATION

BFA, Communication Design
Massachusetts College of Art and Design, 1999

DESIGN

Brand & Creative Direction
UX / Product Design
Design Systems
Creative Strategy
Design Operations
Team Leadership & Mentorship

TOOLS

Figma
Adobe Creative Suite

TECHNICAL

AI tools (daily use across research, ideation and production)
Directing AI-assisted prototyping

RECOGNITION

Webby
Communication Arts
One Show
Hatch
W3
Mobius
Effie
International Automotive Advertising Awards
Internet Advertising Competition

Design Director with deep experience across brand, digital, product and design systems.

New channels, new tools, new rules. The job stays the same: find the idea everything else hangs on, then build the clarity and structure to turn it into great work. Strong across strategy, UX and creative direction. Hands-on in the work, and using AI daily.

EXPERIENCE

Design Director

Rightpoint · 2019 – Present

Lead design across enterprise digital engagements spanning brand, UX, product and design systems. Manage 3–4 direct reports while leading larger cross-functional teams across strategy, design and content.

- **Yamaha WaveRunners & Yamaha Boats:** Five years leading design across Optimizely platforms, annual product launches, campaign creative, optimization and supporting microsites.
- **Genpact (2024):** Led an early redesign of genpact.com to support evolving brand positioning, followed by a full reskin once the rebrand was formalized. Built a Figma design system with base and semantic token layers.
- **Advocate Health (2023):** Led a 3-person team in building a multi-brand design system spanning five sites. Defined token structures, component architecture, governance and shared standards across brands.
- **WIN Waste Innovations (2022):** Led UX and visual design for a marketing site redesign and account management portal launch, helping migrate 21K+ users, drive 572 account creations and support $2.2M in payments.
- **Kantar Retail IQ (2020):** Led product redesign of a global retail insights platform, improving IA, content discovery and personalized engagement.

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EXPERIENCE, CONTINUED

Creative Director

Genuine · 2015 – 2019

Led creative for national consumer brands across campaigns, websites, microsites and social content, directing design, copy and production across integrated digital engagements.

- **Welch's:** Co-led digital brand stewardship for 3+ years, later expanding into TV, print and packaging. Highlights: the "Farmer Owned. Family Grown." campaign, the welchs.com redesign (5% sales lift) and Mighty Concord (84.4M impressions, 5x CTR).
- **Truth Initiative:** Led redesign of truthinitiative.org, driving 490% growth in newsletter sign-ups, 350K monthly sessions and an 8% lift in branded search.
- **HBS Wilderness Survival Handbook:** Creative and art directed Harvard Business School alumni experience recognized with a Webby, Hatch Silver and W3 Gold.

Associate Creative Director

Holland-Mark · 2014 – 2015

Led integrated campaign and brand work for **Colby-Sawyer College, Haas, Iora Health and Reading Cooperative Bank**, while driving the agency's rebrand.

Associate Creative Director

Digitas · 2007 – 2014

Led digital and direct creative across major financial and automotive accounts, directing UX concepting and visual design for campaign sites, product experiences and CRM. Clients included **U.S. Trust, Merrill Lynch, Bank of America, OnStar, GMC, Buick and Saab.**

Art Director

PARTNERS+simons · 2005 – 2007

Directed print, digital and direct creative for **SmartPower, EMC, Sovereign Bank and Alkermes**, and led a full agency rebrand.

Associate Design Director

Arnold Worldwide · 1999 – 2005

Spent six years on Volkswagen of America, building a foundation in concept-driven storytelling and large-scale production through **Drivers Wanted**, the **Phaeton launch** (700+ cars presold, Effie winner), multi-million-dollar shoots and award-winning creative recognized by Communication Arts, Hatch, Effie and One Show.

Graphic Designer

J.Jill Group · 1999

Designed catalog and direct-response creative, contributed to the refinement of the brand's corporate identity and designed the current logo.