Stephen Neil

Senior Product Designer & Creative Director

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Professional Summary

Product designer and creative director with 15+ years of experience leading cross-functional work across UX/UI, brand identity, web development, integrated campaigns, and multimedia production. Proven track record of transforming brands, establishing UX practices, and carrying complex ideas from early strategy through polished execution. Develops and implements AI-enabled workflows that improve how design and content move from concept to delivery. Partners with product, marketing, sales, and leadership to create clear, cohesive experiences across every customer touchpoint.

Core Capabilities

Product design: UX/UI, user flows, wireframing, interactive prototyping, high-fidelity design, user testing

Creative and brand: Creative direction, brand identity and strategy, content strategy, campaigns, graphic design, presentations, and collateral

Multimedia: Full-scale video production, product videos, motion design, animation, photography, and digital content

Web and product development: Website and web application development, WordPress, responsive design, product systems, full-stack implementation

AI and innovation: AI-enabled workflows, product and experience prototyping, creative concept development, content production, and process improvement

Work Experience

Creative Director & UX

InsurePay | Nashville, TN

September 2022 - Present

- Define and execute the company's creative direction across brand, product, marketing, sales, and internal communications.
- Lead creative projects from early strategy and concept development through design, production, and final delivery.
- Design, develop, and manage company websites, owning their visual systems, responsive experiences, functionality, and brand consistency.
- Partner with product teams to create user flows, wireframes, prototypes, high-fidelity interfaces, and concepts for new products and features.
- Develop integrated campaigns and supporting materials, including presentations, sales collateral, digital creative, and product marketing assets.
- Direct and produce multimedia content, including live-action video, product videos, motion graphics, and animation.
- Develop and implement AI-enabled workflows for product prototyping, creative development, content production, and process improvement.

Senior User Experience Architect

Majesco | New Jersey

June 2021 - September 2022

- Established Majesco's first dedicated UX team, defining its standards, strategy, goals, and working processes.
- Collaborated with product managers, developers, and stakeholders to translate business and technical requirements into user-centered web and mobile experiences.
- Created user flows, wireframes, interactive prototypes, and high-fidelity mockups to communicate product behavior and design direction.
- Presented and defended design decisions while refining experiences through stakeholder feedback, usability findings, and user testing.

Lead Multimedia Designer

Utilant | Buffalo, NY

October 2018 - June 2021

- Built Utilant's brand identity from a blank slate and established a cohesive visual system across its website, products, marketing, and sales communications.
- Designed, developed, and managed company websites, balancing brand standards with responsive, user-centered execution.
- Created campaigns, presentations, sales collateral, digital assets, and internal communications supporting marketing and business development.
- Contributed UX/UI design to software products, connecting product functionality with the company's broader brand experience.
- Directed and produced video projects from concept through completion, including filming, editing, product videos, motion graphics, and animation.
- Served as a cross-functional creative partner to marketing, sales, product, and leadership.

Graphic Designer

The Buffalo News | Buffalo, NY

August 2014 - October 2018

- Led the design and layout of key publications, including Buffalo Magazine and Buffalo Bridal Planner, maintaining strong editorial hierarchy and visual consistency.
- Created advertisements and print collateral that translated client messages, products, and services into effective visual communications.
- Produced tailored design solutions for local businesses through The Buffalo News' in-house print operation.
- Collaborated with a large sales organization while managing multiple projects in a fast-paced, deadline-driven production environment.

Multimedia Designer

Print - Pre/Post | Freelance

January 2009 - July 2014

- Delivered print and digital design for local and international businesses, including logos, visual identities, marketing materials, and web graphics.
- Built and customized WordPress templates to improve website functionality, presentation, and user experience.
- Photographed and filmed local events, edited the resulting content, and marketed independent creative services through digital and social channels.

Tools

Figma, Adobe Creative Cloud, Illustrator, Photoshop, InDesign, After Effects, Premiere Pro, Camtasia, WordPress, PowerPoint, Claude Code, Codex, GitHub, and AI-assisted creative tools