

Steve Oliver

CREATIVE LEAD

Brand & Graphic Design / Video & Motion / 3D Animation / Web / AI-Assisted Workflows

Macomb, MI / (586) 206-4392 / info@steveoliverdesign.com / [Portfolio](#)

Creative lead with 20+ years of experience turning complex products into clear, compelling design.

TOOLS

DESIGN

Photoshop / Illustrator / InDesign

VIDEO & MOTION

Premiere Pro / After Effects / DaVinci Resolve

WEB

WordPress / HTML5 / CSS3

Use AI-assisted workflows to accelerate website design, development, and updates.

3D

Blender / ZBrush / Cinema 4D / KeyShot

DIGITAL ADVERTISING / SOCIAL

Google Ads / Microsoft Advertising / Google Analytics 4 / Search Console / SocialPilot

AI & WORKFLOW

ChatGPT / Claude / Codex / AI-assisted research, content, and automation

CORE SKILLS

Brand & visual design
Art direction & creative production
Video production & motion graphics
3D animation & visualization
Web Design & UI/UX
Case Studies & SEO Content
Paid search & analytics

EDUCATION

Macomb Community College

Associate Degree
Graphic Design / Animation, 2004

EXPERIENCE

API Metrology / Automated Precision Inc.

Mar 2020 - Present

Marketing Creative Lead - Promoted from Web Developer

- Turn complex metrology technology into clear visuals and messaging that explain how the instruments work and what they do.
- Create product pages, brochures, sales presentations, blogs, and case studies, working with Sales and Engineering to verify technical accuracy.
- Produce 3D animations and motion graphics for sales, website, and social campaigns.
- Redesign and maintain API's multilingual website, including a recent homepage redesign and ongoing updates to page layouts and navigation.
- Designed and launched customer support and reseller portals.
- Plan and build Google Ads and Microsoft Advertising campaigns, including keyword strategy, ad copy, budgets, UTM tagging, landing-page alignment, and conversion setup.
- Built a multi-source lead reporting workflow consolidating calls, web forms, and content downloads into a weekly management view.

Waltonen Engineering

2017 - 2019

Web Design / 3D Animation

- Produced 3D training animations and technical product videos for industrial audiences using Cinema 4D and Adobe tools.
- Designed websites and digital content; created KeyShot CAD renderings, product photography, retouching, and InDesign layouts.

New World Design

2010 - 2017

Freelance Web & Graphic Designer

- Designed brand identities, logos, print collateral, and promotional creative for small-business clients.
- Built and maintained WordPress websites end to end; produced video, photography, and design assets across Adobe and 3D workflows, including special effects for music videos.