



# STEVE CUP

## Graphic Designer

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## Summary

Creative and versatile Graphic Designer with 8+ years of experience across print and digital media, including licensed merchandise, animation, and branding. Proven ability to lead creative teams, deliver on fast-paced timelines, and produce high-impact visuals for major sports, entertainment, and tech brands. Enthusiastic about the intersection of design and emerging technology, including 3D printing and motion graphics.

## Skills

- **Design:** Licensed merchandise, branding, apparel, collectibles, digital & print media
- **Creative:** Illustration, 3D modeling, motion graphics, animation
- **Tech:** HTML/CSS, 3D printing
- **Soft:** Leadership, cross-functional collaboration, team management

## Software

Adobe Photoshop • Illustrator • After Effects • InDesign • Blender • Cinema 4D

## Experience

### Senior Graphic Designer

*Hickory Brand House — Jan 2024–Present*

- Create branded merchandise for college sports, music, and entertainment clients
- Produce linesheets, CADs, and prepare art for DTF, screen printing, and embroidery
- Design posters, social media graphics, and event materials in digital and print formats
- Ensure brand consistency across all visual touchpoints

### Freelance Graphic Designer

*Various — Jul 2023–Present*

- Graphic Designer for Topps Star Wars collectibles at **Fanatics**
- Social media content creator for Fordham University PCS via **ImPowered**
- 3D Printing, Design, and Animation instructor with **Concorde Education**

### Associate Art Director

*RECUR Forever Inc. — Oct 2022–Jan 2023*

- Managed a team of 8 designers and animators across branded IP campaigns
- Led daily stand-ups and coordinated with PMs and stakeholders
- Maintained brand integrity across all deliverables

### Senior Digital Illustrator

*RECUR Forever Inc. — Oct 2021–Oct 2022*

- Designed character art and pitch decks for licensed digital experiences
- Created short-form animated content for web and social media

### Graphic Designer

*The Topps Company — Oct 2015–Oct 2021*

- Designed digital trading cards for Marvel, MLB, Disney, UEFA
- Produced assets for Unity engine and ensured licensor style guide adherence
- Contributed to products with 4.0+ average app store ratings
- Partnered with marketing to drive customer engagement

### Production Artist

*DICK's Sporting Goods — Dec 2012–Jun 2015*

- Designed newspaper inserts and corrected photos for print and web

## Education

**M.A. Illustration** — *School of Visual Arts*

**B.S. Graphic Design** — *Art Institute of Pittsburgh*