Steve Girlock

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Creative Designer | Web Developer | Digital Experience Specialist

Creative and technology professional with extensive experience in graphic design, web development, brand identity, instructional design, and customer experience. Combines a background in commercial art with 11 years of technical support experience at Apple. Skilled at translating complex ideas into engaging visual communications, intuitive digital experiences, and practical technology solutions.

Areas of Expertise

- Graphic Design & Visual Communication
- Web Design & Development
- Branding & Digital Media
- Instructional Design & E-Learning
- Technical Support & Troubleshooting
- Customer Experience & Training
- Project Management & Creative Problem-Solving

Work Experience

OWNER / LICENSED TRAVEL AGENT – TRAVEL WITH STEVE G (2025 – PRESENT)

- Established an independent travel agency specializing in cruises, tropical resorts, and personalized vacation planning.
- Developed original brand identity, marketing collateral, social media graphics, and digital marketing content.
- Designed and launched a responsive website using HTML, CSS, JavaScript, and PHP, featuring an integrated customer inquiry system.

SUPPORT ADVISOR LEVEL 4 - APPLE – (2014 - 2025)

- Resolved complex Tier 2 technical issues, maintaining ownership from diagnosis through resolution while achieving a high first-contact resolution rate.
- Consistently ranked in the top 5% of the team for customer satisfaction (CSAT)
- Awarded AppleCare Excellence Award (top 5% of advisors globally) – Feb 2024
- Created visual troubleshooting guides used by 2,000+ advisors, improving consistency and reducing resolution time
- Designed and developed e-learning modules adopted across teams, supporting large-scale training initiatives and onboarding

DESIGNER / OWNER – DESIGN HIGHWAY (2000 - PRESENT)

- Delivered hundreds of print and digital design projects, including marketing collateral, websites, and brand identities.
- Designed, developed, and maintained custom websites, landing pages, and email campaigns.
- Produced production-ready catalogs, posters, and trade show graphics with an emphasis on typography, composition, and brand consistency.
- Managed end-to-end creative projects from concept through final delivery.

E-LEARNING DEVELOPER / GRAPHIC DESIGNER – PARTSBASE - (2009-2013)

- Developed interactive e-learning programs and customer-facing software tutorials using Adobe Captivate.
- Collaborated with executive leadership and software developers to establish training objectives and create instructional content.
- Managed multimedia production, including storyboarding, software demonstrations, interactive elements, narration, and voiceover recording.
- Served as the company's sole creative designer, producing print advertising, digital banners, and sponsored website advertisements.

MULTI-MEDIA DESIGNER – BUSINESS CARDS TOMORROW – (2005-2009)

- Directed creative layout and production of a national OfficeMax print services catalog, coordinating two additional graphic designers.
- Developed retail product displays and print marketing materials for major accounts, including Staples, OfficeMax, and Office Depot.
- Served as a Field Business Consultant, supporting franchise owners with commercial printing, prepress, production challenges, and operational efficiency.

WEB / GRAPHIC DESIGNER – SUCCESSDIRECTUSA.COM – (2002-2004)

WEB DESIGNER – GET DIGITAL SMART (DONNELLEY) – (2000)

GRAPHIC ARTIST / TRAINER – REUBEN H. DONNELLEY – (1994-2000)

Technical Skills

- **Creative:** Adobe Illustrator, Photoshop, InDesign, Figma, Canva
- **Web Development:** HTML5, CSS3, JavaScript, PHP, Responsive Design
- **Instructional Design:** Adobe Captivate, Storyboarding, Multimedia Production
- **Technology:** macOS, iOS, CRM, Help Desk, Microsoft 365, Apple iWork
- **Technical Support:** Tier 2 Support, Remote Troubleshooting, Root Cause Analysis, Knowledge Base Documentation, Ticket Management

Education

- **Associate of Applied Science (AAS)** in Commercial Art / Graphic Design
  Luzerne County Community College – Nanticoke, PA