

STEVEN DAWSON, II

CREATIVE TECHNOLOGIST & INNOVATION LEAD

Creative Technology | Experience Design | Digital Products | Emerging Technology | Creative Strategy | Brand Systems

Metro Detroit, MI | (313) 402 2009 | Sdawson1024@gmail.com | dawsonsteven.netlify.app | Remote / Hybrid

PROFILE

Founder, creative technologist, and multidisciplinary product builder with 13+ years across digital products, culture, brand, experiential design, software, and commercialization. Works at the intersection of design, technology, and business to turn early ideas into tangible systems, interfaces, experiences, and launches. Experience spans AI enabled products, web and mobile platforms, automation, apparel and music culture, live experiences, and founder led ventures. Combines creative direction with product strategy, technical fluency, rapid prototyping, and commercial judgment.

CORE CREATIVE TECHNOLOGY CAPABILITIES

Creative Technology | Innovation Strategy | Experience Design | Digital Product Strategy | Rapid Prototyping | Creative Direction | AI Enabled Products | Emerging Technology | Brand Systems | UX / UI | Interactive Experiences | Web / Mobile | Automation | Product Architecture | Storytelling | Commercialization | Cross Functional Leadership

PROFESSIONAL EXPERIENCE

Founder & Creative Technologist | Skylab Creative Group | Detroit, MI / Remote | 2020 to Present

- Conceive and build digital products, systems, brand experiences, and experiments across AI, automation, web, mobile, and interactive technology.
- Lead concepts from research and product strategy through experience architecture, creative direction, prototyping, build orchestration, QA, launch, and handoff.
- Translate brand and business opportunities into product behavior, user flows, data structures, technical requirements, design systems, and implementation plans for engineering and AI assisted workflows.
- Create independent and client products spanning SwiftReview Pro, Ask Patricia, Dawson.Portfolio, Pure MI Fishing, Nimbus Cannabis Suite, and interactive experiments.
- Direct commercialization across positioning, proposals, pricing, product narratives, analytics, stakeholder communication, documentation, and launch readiness.

SELECTED CREATIVE TECHNOLOGY & DIGITAL PRODUCT WORK

Dawson.Portfolio | Creative Technology / Personal Operating Environment: Designed and built a browser based portfolio operating environment with movable and resizable windows, utility applications, a project archive, responsive mobile behavior, seasonal atmospheres, and a Sanity powered publishing system.

SwiftReview Pro | AI Product / SaaS: Built and launched a live review management product for small businesses with company voice responses, sentiment tagging, escalation alerts, response scoring, and Google Reviews plus Yelp integrations. Owned product strategy, UX, UI, architecture, AI logic, integrations, copy, deployment, and commercialization.

Ask Patricia | Experience Design / Systems / Automation: Led design and technical delivery of a live accident support intake and referral system combining guided UX, conditional routing, consent capture, CRM and webhook automation, stakeholder notifications, analytics, testing, deployment, and client handoff.

Nimbus Cannabis Suite | Digital Product / White Label Platform: Directed product architecture and commercialization for a multi tenant mobile ecosystem spanning React Native, API services, CMS, admin tooling, loyalty, personalization, analytics, and an AI concierge, with white label licensing and enterprise handoff in mind.

Interactive TikTok Live Game | Interactive Product / Real Time Engagement: Directed a multi stage live game that responds to member and gift events, incorporates state transitions and analytics instrumentation, and was tested through live stream infrastructure to evaluate participation, comprehension, retention, and monetization loops.

CULTURE, DESIGN & EXPERIENTIAL WORK

Founder & Artist Manager | Westhouse | Detroit, MI | 2013 to 2015

- Founded and managed a Detroit music collective spanning artist development, graphic design, merchandise, album artwork, promotion, scheduling, recording support, occasional sound direction, and live production.
- Created and hosted Universal Tour at Electric Studio in 2015, a sold out event attended by approximately 300 people that combined live performances with projection mapped walls and audience silhouettes as part of the visual environment.

Founder & Creative Director | SecretSaturdayClub | Detroit, MI | 2020 to 2021

- Built and operated an independent apparel brand from concept through release, owning creative direction, apparel graphics, ecommerce, social promotion, and collection strategy across multiple online capsule drops, including pieces that sold out.

Creative Direction / Identity / Apparel | BYLUG / Payroll Giovanni | Detroit, MI | 2017

- Created original merchandise graphics, the official BYLUG logo, Payface album artwork, and apparel concepts used across tour, retail, online, and social channels.

Apparel & Graphic Designer | DBruze | Detroit, MI | 2017 to 2018

- Created apparel and graphic work for the Houston Collection Part 2 featuring Mike Jones and Lil Flip, a Versace tribute, Juvenile and Cash Money pop up shirts, and an unreleased De La Soul anniversary concept. Work appeared across ecommerce, retail, and pop up activations.

Creative Direction / Apparel Graphics | WavyNavy / Babyface Ray | Detroit, MI | 2021

- Developed F/W 2021 merchandise graphics and production files used across tour, retail, social media, and client operations.

COMMERCIAL & OPERATIONS EXPERIENCE

Mortgage Loan Broker | Rapid Mortgage | Bingham Farms, MI | Jun 2023 to Aug 2024

Guided clients through complex requirements, documentation, compliance, and time sensitive milestones across borrowers, operations teams, and external stakeholders.

Mortgage Loan Officer | AmeriSave Mortgage | Troy, MI | Jun 2022 to Mar 2023

Originated and closed residential mortgages while managing a pipeline exceeding \$15M and achieving top monthly conversion performance.

Mortgage Underwriter | United Wholesale Mortgage | Pontiac, MI | Jul 2021 to Nov 2021

Evaluated high volume loan files against lending policy and investor guidelines and translated complex requirements into clear decisions and conditions.

Senior Account Specialist | Quicken Loans | Detroit, MI | Dec 2017 to Oct 2019

Handled 100+ client interactions per day, resolved escalations, translated financial product information, and earned Top Units Converted and Team MVP recognition.

Service Advisor | Enterprise Rent A Car | Southfield, MI | Nov 2013 to Jan 2017

Coordinated customer service, vehicle inventory, maintenance logistics, service recovery, and daily operational flow in a high volume environment.

TECHNOLOGY, DESIGN & BUSINESS TOOLKIT

Creative / Design: Adobe Creative Suite, visual identity, apparel graphics, brand systems, editorial composition, content systems, creative direction

Product / Technology: GitHub, Netlify, Vercel, Sanity, Supabase, Google Analytics 4, Google Search Console, Next.js and React concepts, React Native product architecture, TypeScript based systems, REST APIs, CMS platforms, webhooks, deployment workflows

AI / Emerging Technology: ChatGPT, Claude, LLM product integration, prompt and system design, AI assisted prototyping, workflow automation, development orchestration

Business: Product strategy, commercialization, go to market, client and stakeholder management, Salesforce, GoHighLevel, Microsoft Office

EDUCATION & CREDENTIALS

Oakland Community College | Associate in Applied Science, In Progress

Former Licensed Mortgage Loan Officer