

Background

Steve Cucinotta

Digital Media Expert

Designer / Developer / UX

Photographer / Writer

Over the last 10+ years I've had the pleasure of working with multiple brands across many diverse disciplines be it print, digital, physical etc.

The following pages are a snapshot of some of those experiences.

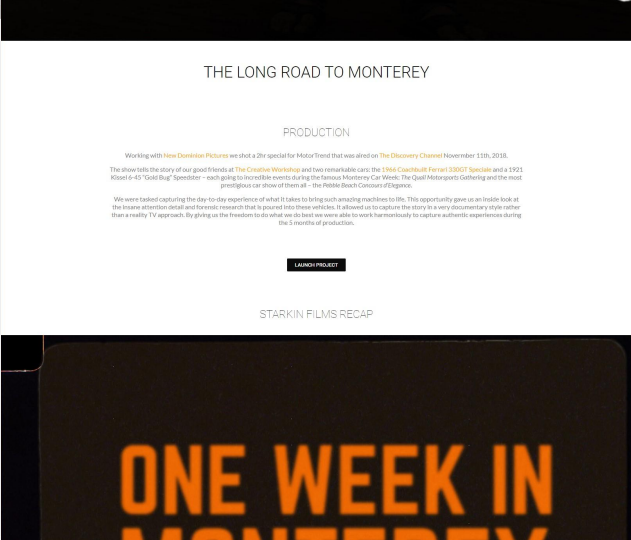
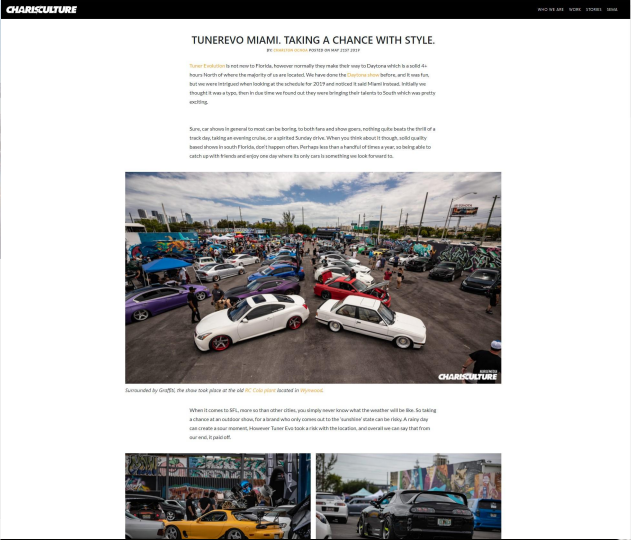
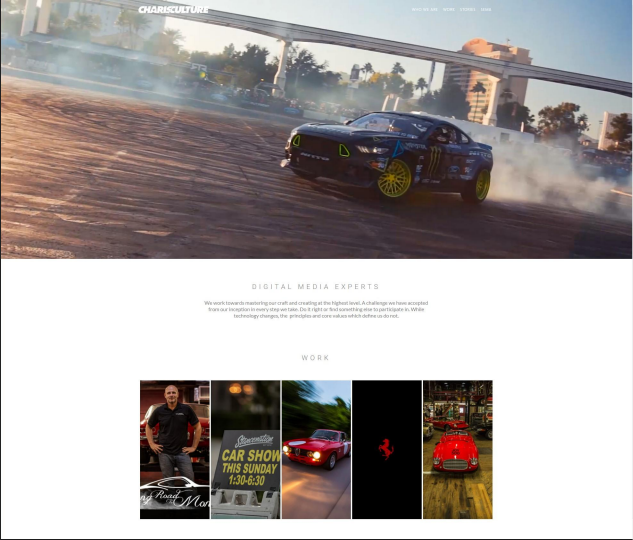
The Charis Culture

nurgemedia

The Charis Culture is a documentation on automotive experiences. I have been working in this arena for the last 10 years, fine tuning it's design.

This iteration of the site is positioned for a clean, content oriented approach that also displays client work.

[Website](#)



BC Racing

BC Racing NA

This past year I have been working closely with BC Racing to design their new look and branding of their site.

The shift in design will be shared across their overall brand once we complete the transition to the new site. This is an on going project that will be completed in 2020.

TECH TIPS

And remember, don't do anything that affects anything, unless it burns and you were supposed to, in which case, for the love of God, don't not do it! I just want to talk, it has nothing to do with mating. Iry, that doesn't make sense.

LEARN MORE



BC RACING
CUSTOM
COILOVERS
#60460LD



BC RACING

SERIES MOTORSPORT TECH SHOP CONTACT

CHELSEA DENOFF VAUGHN GITLIN JR. RYAN TIERCK CHRIS FORSBERG FORREST WANG KEVIN LAWRENCE



CHRIS FORSBERG

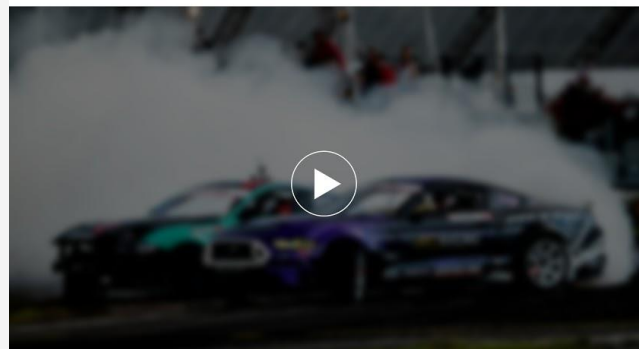
Chris entered his love for speed and competition at the age of six, racing bicycles with his brother. His first go-kart race was at the age of 10, winning drag racing events with his uncle at Maple Grove Raceway Park in Hennepin County. He was then introduced to fast-track motorcycle racing, watching his cousin slide around the track. This is what planted the seed for drifting things around.

Series: Formula Drift Pro 1
Suspension Series: DS 1000S
Vehicle: #604 Nissan 370Z

DS SERIES



A word with Chris



BC Forged

BC Forged NA

Working with BC Forged, I have maintained the current site and have provided additional design and consultation E.g. newsletters and digital / print ads.

Creating a newsletter to reach their vendors and customers has led to exceptional customer relations and feedback that has redefined brand communication.



FORGED ALUMINUM WHEELS



KLS SERIES DISCONTINUED

Dealers,

Please note our KLS series of monoblock wheels has been discontinued. With this being said, please ensure all KLS series verbiage, material and/or pricing is removed from your websites, social media outlets, etc.

Any KLS series wheel orders currently in the system will be completed and shipped as planned however effective 12/12/19, please do not accept any further orders for KLS series wheels.

NEW RELEASES

FORGED WHEELS



LE-T808

LE-T816

LE-T832

INTRODUCING

BC Forged Modular Forged truck wheels.

Two-piece fastened modular 5 lug, 6 lug, and 8 lug truck wheels.

SPECIAL INTRODUCTORY PROMOTION WILL EXPIRE 6/30/18

\$400 OFF A SET OF **20's** **\$600** OFF A SET OF **22's**

THE JOURNEY

Digital Storybook

The Charis Culture

This 300 GT Speciale Digital Storybook was a rare opportunity to create everything from concept to reality.

Over the course of 4 months my team and I conceived a complete media package starting with photography and video, which influenced a single page timeline themed website.

[Case Study](#)

330GT SPECIALE

In 1961, when Mr. Jose Fernandez first learned of the famed Michelotti designed Ferrari 340 America, his world was forever changed. From that moment in time, he made it his mission to capture the essence of these incredible vehicles in a car he would design and build for his own. This is the story of the coastguard Ferrari 330GT Speciale.



Type 250 "Europa" Sports Coupe of 1954 — Ygnelle body

1960s

While in an American bookshop in Mexico City, Mr. Fernandez finds this photo in an old copy of *Ferrari Handbook*: "This is the car I like."

1960s

With only one photo, Mr. Fernandez carves a small model out of balsa wood in one night.



*I DID THE FERRARI BECAUSE I LIKE
THE FERRARI, AND I THINK I
COULD DO IT MYSELF....I NEVER
ASKED ANYBODY IF IT COULD BE
DONE. I JUST DID IT AND THAT'S
IT.*

-Jose Fernandez

The Creative Workshop

The Charis Culture

This unique project is the integration of content and UX design.

By prototyping the site flow and creating the content specifically for the design, I created a cohesive structure that allows the user to experience the shop.

[Case Study](#)



LONG ROAD TO MONTEREY

Follow us on the incredible journey we shared with MotorTrend on our Long Road to Monterey.

[LEARN MORE](#)



SUPPORT & SERVICES ► PROJECT MANAGEMENT



Unless you have been through a large car project before, getting involved in one can seem overwhelming. There are lots of opinions, options and unfortunately, misinformation out there. The truth of the matter is this: It is a big endeavor, and without the right help, it could quickly evolve into a bad situation.



It is important to understand that the time and cost it takes to complete any given project can vary greatly, but in general there are three main factors that determine the scope of the endeavor.

- How rare or unique is the car.
- What the starting point is.
- How well you are able to fund the project.

At the onset of any project, we will provide a time and cost estimate – based on your projects specific characteristics.

This professional, honest appraisal will serve as a guide by which we work with you as the project evolves. Since no two jobs are exactly alike – even when they are seemingly two identical cars – all large projects are billed on a time-plus materials basis.



Our obligation to perform exceptional work is the cornerstone of this shop. In return, our client's obligation to the financial aspects of the project are just as important. All large projects must have a positive balance and the timely payment of invoices ensures an efficient flow to our work. We can and will customize a cash flow schedule to your individual requirements and project particulars.



Unless you have been through a large car project before

Creative Technologist

Sapient

In my career at Sapient I worked on projects of all ranges. From interface design one day to a fully immersive interactive room the next.

Tap the work link to view of some of the more elaborate projects I was involved in.

[Work](#)



THANK YOU