

Jason Nickel

design + marketing

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▼ Professional Design Profile + Skills

8 years experience in print and web design. Exceptional creative and visual skills are supported by a portfolio which demonstrates effective results in art direction for many satisfied clients.

Recent projects showcase creative direction for customer facing and internal designs for my own full-time freelance business (Nickel Creative, LLC), and for the Dalbey Education Institute, helping the company to reach its goal of \$100+ million in annual sales.

Additional skills include expert command of graphic design software packages, particularly Adobe Creative Suite 5. Advanced knowledge of print production and pre-press processes, CMYK and Pantone libraries, and paper types and coatings. Skilled in client and vendor relations and negotiations. Adept at managing multiple projects and clients at once. Online portfolio located at jasonnickel.com. References available upon request.

Adobe CS5:
Photoshop
Illustrator
InDesign
Dreamweaver

Acrobat
Image Ready
Flash
Fireworks

QuarkXPress
Teamprise Explorer
HTML, Wordpress, FTP
Microsoft Office Suite
PC & Macintosh

▼ Education

Kansas State University, Manhattan, Kansas: 1999 - 2003
Bachelor of Fine Arts, Concentration studies in Graphic Design and Digital Arts

Fachhochschule Trier University of Applied Sciences : Trier, Germany: 2001
Department of Communication Design

Bethany College, Lindsborg, Kansas: 1999
Department of Arts and Sciences pre-major studies; Varsity Football

▼ Professional Design Awards

GDUSA - American Graphic Design Award, Logo Design for US Home – Blackstone Country Club
GDUSA - American Graphic Design Award, CU School of Medicine – Memorial Fund Brochure

▼ 8 Years Professional Design Experience

Nickel Creative LLC, Denver, CO: 2007 - Present - Principal + Graphic Designer

Full service design studio located in the Creative Farm offices at 1509 York Street, Denver. We produce a broad range of print and web based media helping our clients achieve their marketing goals.

Dalbey Education Institute, Denver, CO: 2007 - 2009 - Senior Graphic Designer

Stakeholder for various product branding and theming projects, and all customer facing print projects - Result: Delivered fresh identities to old and new products creating greater customer appeal and increasing sales

Lead creative for large format, trade show, and on-screen presentation sales materials - Result: Dramatically increased point of sale revenue on a quarterly basis

Active role in creating compelling and comprehensive print, web, and email campaigns consisting of promotional and advertising designs from concept to completion

User interface design and implementation for eLearning sites - Result: Helped Dalbey's customers and students to realize measurable success on both personal and professional levels

Oversaw maintenance and updates to multiple customer acquisition sites – Result: Helped to grow Dalbey's online sales business models

Norris Design, Denver, CO: 2003 - 2007 - Graphic Designer

Stakeholder for numerous community branding and theming projects - Result: Created appealing identities allowing commercial developers to more effectively market their communities

Lead on RFP / RFQ creative presentation strategies to set Norris Design apart from competition - Result: Assisted the Norris Design team in winning numerous high value contracts

Lead creative for numerous master planned community sales and presentation materials - Result: Provided visual appeal to customer facing print and on screen presentations increasing sales

Risner Naukam Design Group, Manhattan, KS: 2002 - 2003 - Graphic Designer