

Profile

Highly creative, innovative and multitalented Designer with 15 years experience in the creative industry.

- Strategic, divergent “out of the box” thinker inspired by design thinking, innovation, passion and technology
- 15 year’s experience in Graphic/Web/Presentation Design, Marketing, Branding, Photography, Project/Design Management
- Highly motivated self-starter with a passion and desire for achieving high level results
- Multifaceted communicator in a range of disciplines

Professional Experience

Presentation/New Business Marketing Designer, BDA Inc., Seattle, WA 2014 – Current

Position encompassed corporate branding on global scale, new business development and senior level graphic design. During tenure, implemented a new digital interactive platform new business development teams along with implementing “brand clean up” and update/creation of company-wide marketing materials on global scale. In addition, creating digital presentations using Keynote, interactive PDF and PowerPoint applications for CEO, executive and sales teams.

Contract Designer, Los Angeles/San Francisco, CA / Portland, OR, Seattle, WA 2003 – 2014

Various contracts as a graphic web/designer, marketing manager, presentation designer, design/project manager and illustrator in a range of industries including: start-ups, ad and web/interactive development agencies, entertainment and consumer products for short/long term projects.

Marketing Manager, *Dilusso Homes - Start-up*, Portland, OR 2013

Developed from ground-up and maintained creation of all marketing materials including; branding, web, print, radio, tv, ads and campaigns. Marketing efforts brought in 3-5 home purchases per month resulting in an increase of assets of 1.5M/month. Created company cloud based communications system which improved employee productivity and communication by 60% which resulted in -15% project delays and profits exceed projections by 18%.

Social Media Manger, *Design House 5*, Portland, Oregon 2011 – 2012

Created and managed social media/in-store campaigns to increase reach and give the company the ability to listen, engage, understand and respond directly to their target market.

Senior Graphic/Packaging Designer, *Northwest Natural Products*, Vancouver, WA 2010 – 2011

Developed and managed cohesive print/digital materials and illustrations for children’s gummy vitamin consumer brand with an aim of promoting a healthy lifestyle by integrating games and activities into the packaging and marketing materials. Worked closely with Brand Managers and Creative Directors to conceptualize and produce award winning imagery. During my tenure, the brand rose to the #1 best selling international consumer brand and held the spot for 6 weeks and added 4 new products to the existing line.

Independent Design/Marketing Consultant, *Nicholas Nelson Studios*, Orange County, CA

San Francisco, CA / Portland, OR 2007 – 2010

Created and managed small boutique design consultancy that specialized in industries such as; information technologies, start-ups, entertainment, food, medical and fitness. Services offered; image editing, project management, business development, art direction, photography, illustration, branding, web/multimedia, social media management and marketing. Clients included Sony, Ford, Kontera Web Technologies and Method Products.

Senior Graphic Designer, *KTGY Group, Inc.*, Santa Monica, CA 2005 – 2007

Hired on as an assistant to the Graphic Designer; created and managed a graphic design department for the companies new Los Angeles Retail Design Studio. There I co-created a 30 person company wide graphic design committee, an Environmental Graphic Design Studio, and a company wide image library which was integrated into 6 satellite offices. I led the creation and design of marketing materials, branding, trade-show graphics, environmental design, photography, presentation boards/books, illustrations, multimedia presentations for the retail division on accounts ranging from \$2-15M.

Graphic designer, *Echo Productions*, St. Paul, MN 2000 – 2003

Created a full-service visual arts studio for an established Hip-Hop, R&B, Metal, Rock and Electronic music recording label. Managed photography, web/multimedia, and graphic design for recording artists from conception to completion with budgets ranging from \$50 - \$50,000. Produced branding for artist’s that went on to be signed by Sony and Jam Records.

Education

Associate of Applied Science in Graphic Design, 2001

The Art Institutes International Minnesota, Minneapolis, MN

Bachelor of Arts: Design Management | Minor: Sustainability, January 2017

The Art Institutes Portland/Seattle, Portland, OR / Seattle, WA

Skills

- Ability to work independently/ collaborate with others
- Account management
- Advanced file management/ digital library creation
- Advanced image manipulation, masking, color correction & restoration
- Advanced photography/post editing
- Advanced print management, preflight, color profiling, press checks, icc profiling, monitor calibration
- Art Direction
- Entrepreneur mindset
- Effective in meeting deadlines/ budgets while remaining flexible with changing needs/demand
- Employee/Intern management
- Managing/developing projects from conception to completion
- Marketing campaign development/ management; print, social, web
- New technology/music geek
- Proficient using Adobe CC 2014, PowerPoint, Keynote, MS Office
- Project management of small to large projects, gnatt/work back charts
- Strong conceptual creative skills, vendor/client relations, business sense
- Strategic planner and thinker
- Thrive in a fast-paced environment -worked in many start-ups
- Windows, Mac, Chrome platforms
- WordPress, HTML and Front-end web development/FTP server/control admin

Please enquire for examples of projects where skill-set was utilized

Portfolio at:

www.nicholasnelson.net
www.linkedin.com/in/nicholasn