

Jeff Nissen

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Product Design Consultant

2017 - Present

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Progressive Electronics Inc. (PEI)

- Rebuilding the PEI website through a research-informed process using UX/UI principles, and creating a product for them that will serve as social proof, helping their sales force convert prospects
- Providing professional architecture and lifestyle photography as jeffnissen.com to visually communicate PEI's high-quality project executions
- Contracted a senior level copywriter to ensure the PEI message is connecting to their various personas

Terminal 49 - Startup

- Oversaw/Mentored junior designers and contributed to user research, wireframe exploration, UI design, and overall visual styling, to create a dashboard experience that allows less tech-savvy users to track the life of a shipping container

Crowdfund Mainstreet (CFM) - Startup

- Oversaw and problem-solved for the creation of a visual style for CFM's 0.1 website
- Guided/Mentored junior designers in the process of developing the style for the newly-legalized investment platform
- Provided creative oversight of the sites on-boarding flow, and its initial campaign template page
- Interviewing and testing users, designing lo-fi/hi-fi visual solutions for the CFM campaign page template

Art Director and Visual Design Consultant

2009 - 2017

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- Designed solutions through creation of web and print assets for marketing collateral, advertisements, and brand identities that aligned with the strategies of mid- and large-sized companies such as Compdata Surveys and Consulting, and PRO Landscape Design Software
- Created production-ready designs and layouts, established the look/tone/feel for campaigns and one-off executions
- Ensured all visual designs aligned to existing brand guidelines
- Managed the end-to-end process for client projects to ensure concepts made it into reality
- Managed and directed contract talent and vendors as needed
- Established and fostered multi-year relationships with clients

Art Director/Visual Designer

2006-2009

Bernstein-Rein Advertising, Inc

- Worked on iconic Fortune 500 global brands: Bayer Animal Health, USAA, McDonalds, Wal Mart, Time Warner Cable
- Oversaw quality of design for a broad range of projects across different brands
- Crafted stories and built brands through campaign level thinking and execution
- Collaborated with creative directors, copywriters, and account services to create compelling concepts that met client and strategic goals
- Ensured all visual design adhered to existing brand guidelines
- Created and pulled resource material for concepts and mood boards to clearly communicate ideas

Skills

InDesign, Photoshop, Illustrator, Sketch, InVision, Abstract, WordPress customizing

Strong familiarity: HTML/CSS

Learning: Bootstrap, Webflow

Education

Graceland University

BA in Commercial Design

Tradecraft

Interests

Barbeque-smoking restaurant-owning dreamer, photography, Crossfit, Olympic weight-lifting