

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
- Managing a senior level copywriter to ensure the PEI messaging is connecting to their customer personas

Terminal 49 - Startup

- Managed a team of junior designers, executed user research, wireframe exploration, UI design, and overall visual styling, to create a dashboard experience that allows users to easily track the life of a shipping container

Crowdfund Mainstreet (CFM) - Startup

- Created the visual style and brand assets for CFM's 0-1 website
- Managed junior designers in developing the style for the newly-legalized investment platform
- Provided creative oversight of the site's on-boarding flow, and its initial campaign template page
- Interviewed users and utilized insights to inform lo-fi/hi-fi visual solutions for the CFM campaign page template

Art Director and Visual Design Consultant

2009 - 2017

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- Created 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
- Designed production-ready assets 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

Education

Graceland University

BA in Commercial Design

Tradecraft

Skills

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

Strong familiarity: HTML/CSS

Learning: Bootstrap, Webflow

Interests

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