

JOHN NEDERSTEIN

DESIGNER / ART DIRECTOR

www.jnederstein.us

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“Fresh ideas to revitalize brand identities and marketing campaigns - online & offline”

Innovative graphic arts professional with proven experience connecting brand value and online, print, and multimedia graphics that strengthen brand equity and increase sales. **Passionate evangelist** for interactive media emphasizing highly user-centric interfaces and design excellence. Unique combination of relationship-building, creative visioning, and organization strengths. **Champion of new technologies** to organize the creative process. **Collaborative manager** who inspires creative teams to excel. Bachelor of Fine Arts Degree.

TECHNOLOGY SKILLS: Mac and PC platforms, Adobe Photoshop, Illustrator, InDesign, Flash, Dreamweaver, AfterEffects, HTML, CSS, XML, Podcast Production, Podcast Syndication, Audio Encoding, Video Encoding, Microsoft Office, Word, Excel, Google Docs, BaseCamp, OmniPlan, Merlin, QuickBooks

VALUE OFFERED

- Website User Interface Design
- Business Process Improvement
- Single & Multi-Page Print Design
- Training & Team Building
- Web & Interactive Media Design
- Consumer & Business-to-Business Accounts
- Web-based Content Management Systems
- Vendor Management & Team Leadership
- Logos / Brand Identity
- Project Management
- Account Management
- Client Presentations

CAREER SNAPSHOT

Creative Director / CEO – PINE TREE MEDIA, Alexandria, VA	6/2004 to Present
Creative Director, Designer – MORGAN MEDIA LLC, Washington, DC	3/2006 to 9/2008
Interactive Design Intern – NORWOOD ANIMATION STUDIOS, Hollywood, CA	1/2004 to 3/2004
Freelance Designer – Cleveland, OH and Cincinnati, OH	10/2001 to 9/2004

HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

MORGAN MEDIA LLC

Marketing firm specializing in creative solutions for integrated marketing through development of websites, videos, podcasts, marketing, print collateral, and advertising materials. Early growth stage start-up (2006) that grew to 12 employees and contractors.

Creative Director – 6/2007 to 9/2008, **Designer** (independent contractor) – 3/2006 to 6/2007

First full-time employee. Promoted after 18 months as contractor. Led project management and creative direction of websites, social networking applications, corporate identity branding, print production, signage and marketing collateral. Oversaw vendor and client relations, team building, account management, and budgeting.

- **Project Leadership.** Guided project management lifecycle for 100+ projects ranging up to \$30,000 (20-30 concurrently). Industries: pro audio, healthcare, automotive, manufacturing, arts & entertainment, country clubs & golf, non-profits, schools, hospitality, festivals, restaurants, consumer goods, and B2B services.
 - **Social Networking Application:** Led creative design and functionality, application development of wireframes and information architecture, and project management for community college client.
 - **Web Graphics & Animations, Ads, Product Marketing, & Trade Displays:** Led integrated branding and marketing, which set new industry standard and enabled 500% increase in pro audio sales
 - **Marketing Campaign, Columbia Sound:** Led design team to develop 300-page interactive website and print marketing and sales tools (spec sheets and packaging design) with consistent corporate branding.
 - **Website Design, Greater Alexandria United Way:** Collaborated with client's marketing staff on design, creative content, and build of user-friendly corporate website that showcased strong brands.
- **Key Account Management.** Played key role in client relations and account management for accounts ranging from \$2,500 to \$100,000. While not officially in sales position, brought in 3 new accounts.

MORGAN MEDIA LLC continued

- **Team Leadership.** Supervised local and remote team members, and sourced independent contractors. Motivated teams of graphic designers, voiceover talent, photographers, and 3D modelers to excellence.
- **Vendor Relations.** Saved \$500 to \$2000 per project and oversaw print production process for marketing and advertising materials. Conducted negotiations with 5 printers and sourced contractors.
- **Business Process Improvements.** Sparked 20% increase in efficiency of Design Team by introducing standardized best practices such as creative briefs, project sitemaps and wireframes, production workflow guidelines, style guides, website design process, website build packages, and client sign-off milestones.

Creative Director, PINE TREE MEDIA

Founded and managed creative design business in interactive media, website, print, and branding projects. Nationwide clients in healthcare, non-profit, manufacturing, security, and B2B and consumer goods industries, as well as municipalities, design and marketing agencies, and print mail and billing statement providers.

- **Creative Design & Project Management.** Guided creative direction and budget for 36+ projects valued up to \$17,000. Sourced, hired, and managed teams (independent contractors) of web developers, graphic designers, copywriters, voiceover talent, and photographers. Provided creative support to design agencies.
 - **Catalog Design, Industrial Cleaning Product Company:** Produced 2 catalogs @100+ products and saved client 40% on photography for 2nd catalog. Completed photoshoot of 40 products on site in 2 days with no disruption of manufacturing process. Established consistent corporate brand identity and voice.
 - **Website & Marketing Kits, Business Data Services:** Contributed to increased sales through niche-targeted marketing kits and integrated branded website with custom, secure file transfer system.
 - **Website & Print Marketing, Luxury Boat Sales and Service:** Designed and hosted interactive website (Flash, virtual tours, photo galleries), and brochures, sell sheets, and trade show exhibits (since 2002).
- **Account & Vendor Management.** Developed and delivered design presentations and managed up to 25 accounts annually. Personally closed \$25,000 to \$50,000 in sales annually and negotiated vendor pricing.
- **Business Process Improvements.** Introduced clear project plans using QuickBooks, organized project binders, and utilized online collaboration tools, such as **Basecamp**, to work with remote teams and clients.

Interactive Design Intern, NORWOOD ANIMATION STUDIOS

- **Project Support.** Assisted lead programmer, 3D modeler, and project manager with Flash Actionscripting, user-interface design, production, research, and documentation throughout entire project process.
 - **Interactive furniture planning system** marketed online to buyers of office furniture.
 - **Custom dock configuration application** for waterfront property and marina owners.

Freelance Designer – while full-time college student

- **Project Management.** Led creative design and production of websites, logos, Flash content, and print marketing collateral. Provided creative support to Pure Imagination (sub-contract) on selected projects.
 - **Website Design:** first websites for restaurants, marinas, and multi-level marketing ventures.
 - **Interactive Media:** product catalog for construction supplier and Flash animation for Cincinnati band.
 - **Corporate Identity:** Environmental Remediation company and Formula Mazda race team.
- **Sales & Negotiations.** Brought in up to \$5,000 annually in sales. Negotiated contracts from \$500 to \$1800 for websites, corporate identity packages, and interactive media. Negotiated with 3 printers for favorable pricing on brochures, business cards, stationery, and auxiliary marketing campaign materials.

EDUCATION

BFA (with honors) in Multimedia & Web Design – The Art Institute of Ohio, Cincinnati, OH – 2004