

JEFF NOLAN

CONTACT

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🌐 therealjeffnolan.com

SKILLS

- ✓ Photoshop
- ✓ Illustrator
- ✓ XD
- ✓ After Effects
- ✓ Premier
- ✓ InDesign
- ✓ Google Web Designer
- ✓ HTML / CSS / SASS
- ✓ JIRA / Trello / Teamwork
- ✓ Shopify Design & Development
- ✓ WordPress Design & Development
- ✓ Social Media & Google Ad Design
- ✓ Clothing & Merchandise Design
- ✓ SEO & Copywriting
- ✓ Package Design
- ✓ Motion Graphics & Video Editing
- ✓ Event Promotion & Production
- ✓ Google Best Practices

EDUCATION

04/2008

**Bachelor's Degree
Illustration**

College for Creative Studies

06/2004

**Visual Imaging Certificate
Graphic Design**

Frederick V. Pankow Center

PROFESSIONAL SUMMARY

Experienced and versatile, capable of managing an extensive set of unique product offerings across a diverse client base with evolving marketing and branding objectives. Leverages new technology and design trends to achieve successful campaigns and project objectives. Accustomed to working in a fast-paced, deadline driven and rapidly changing environment. Inspired by new challenges, comfortable with ambiguity and adaptable to change. Thrives under pressure.

EXPERIENCE

Senior Web Designer

High Level Marketing | West Bloomfield, MI

April/2012 - Present

- Website and content design for 150 separate and unique client projects per year with price points varying from \$5,500 to \$2M
- Create mock-ups and final digital assets based on client and strategy inputs and implement the approved concepts into a functional completed website
- Collaborate with developers and client strategists to create and implement new technologies and strategies to find solutions to complex digital marketing challenges
- Create modern, cohesive, and impactful brand imagery and digital marketing materials
- Identify trends and changes in the digital landscape and adapt processes to stay current
- Recognize and report when it's appropriate to escalate issues within the organization
- Create and maintain comprehensive process documentation that is current, completed, shared and stored appropriately
- Identify best practices and propose improvements to the defined design and creative teams and internal company processes

Designer

Palm Treat | Detroit, MI

January 2015 - Present

- Create designs and illustrations based on emerging internet and cultural trends
- Manage and regularly implement new technology on a Shopify storefront containing over 50,000 unique products
- Conceptualize, research, produce, and launch new products and merchandise lines
- Identify the latest digital marketing technology and methodologies to increase advertising effectiveness and boost revenues year-over-year

Co-Founder & Designer

North End Studios | Detroit, MI

January 2010 - September 2014

Designer

Vapor95 | New York City, NY

May 2017 - Present

- Create designs for clothing and apparel based on client inputs
- Work with high-profile clients to design custom branded apparel and merchandise
- Work with directors to brainstorm and determine new style concepts
- Collaborate with production artists to breakdown files into motifs for production on multiple different types of products

Assistant to the Director

Robert KIDD Gallery | Birmingham, MI

May 2008 - February 2010