



MIKE NIZINSKI

WORK EXPERIENCE

I'm a motivated, multi-disciplinary creative who solves problems across the digital spectrum. In my 15 year career, I've led teams large and small for clients in nearly every industry. I love board games, storytelling and write music when I can.

Education

2002 MA Digital Arts

Maryland Institute College of Art

2001 BFA Illustration

Maryland Institute College of Art

Skills

Adobe Creative Suite, Sketch, Figma, InVision, CSS, SASS, HTML, JavaScript, Art Direction, Creative Direction, User Experience Design, Interactive Design, Account Management, Digital Strategy, Product Design, User Research, Visual Design

JAN '16 - PRESENT

Director, Creative Implementation

Narwhal Digital

- ◆ Led the QASymphony team, transforming their website into a marketing engine with full Marketo integration, **increasing leads by 40% and engagement by 83%**
- ◆ Managed Hope Industrial redesign, providing a full CMS platform to manage over **450 products in seven languages**
- ◆ Collaborated with management team to define our approach which allowed Narwhal to close over 40% of new business
- ◆ Standardized UX templates and client deliverables using InVision

FEB '14 - JAN '16

Creative Director, Developer

Freelance Contractor

- ◆ Developed UX and user flow for a regional cellular company, which resulted in a **590% increase in completed orders**
- ◆ Led digital strategy and creative for a luxury car brand, securing funding for the continuation of their loyalty program

AUG '07 - FEB '14

Associate Creative Director

Think Interactive, Inc.

- ◆ Led Sun Coast Credit Union redesign that when launched, resulted in a **400% increase in membership inquiries**
- ◆ Developed social campaign that resulted in **66% increase in new Facebook fans**, nearly **250,000 contest entries**, **2900% increase in social chatter** and over **25,000 shares**
- ◆ Led design and UX efforts on EA Homes redesign, resulting in a **23% increase of time on site**

AUG '05 - AUG '07

Senior Designer

BKV, Inc.

MAR '04 - AUG '05

Interactive Designer

Definition 6

JUL '02 - DEC '03

Interactive Designer

Iris Media Group