



JEREMY NUSSER

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Innovative Senior Designer with 13+ years of invaluable hands-on experience. A master in handling creative design projects, concept creation, web, and graphic design, marketing strategy, and visual conceptualization. Versatile UI/UX Designer equipped with the ability to escalate brand awareness by utilizing skills gained in the creative industry. An excellent communicator can build long-term, mutually beneficial relationships with the workforce and clients, establishing a successful and lucrative company. Expert proficiency in combining technology, vision, and ingenuity with a well-developed direction for project execution. Expert-level experience building trade-show exhibitions and point-of-sale marketing materials and collateral for agencies and in-house companies.

HARD SKILLS

Design: Adobe After Effects, Adobe Creative Cloud, Adobe Creative Suite, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Animation, Art Direction, Composition, Creative Design, Design, Design Skills, Design Tools Sketch, Graphic Design, Graphics, Graphics Illustration, Infographics, Layout, and Design, Management Skills, Marketing, Packaging, Photo Editing, Photography, Print, Print Advertising, Product Illustration, PowerPoint, Publishing, Sketching, Social Media Marketing, Story-boarding, Typography, Video Production, Wire frames

Development: AWS, Cloud Hosting, Copywriting, CSS, Desktop Publishing, Digital Advertising, Email Marketing, Figma, Git, GitHub, Google Ads, HTML, JavaScript, Markdown, React, SEM, SEO, SERP, Static Site Generators, Typescript, Virtual Private Servers (VPS), Web Design, Web Site Design, WordPress Development, WordPress

SOFT SKILLS

Adaptability, Attention to Detail, Collaborate, Collaboration, Communication, Communication, Consistency, Creative Thinking, Creativity, Customer Focused, Excellent Work Ethic, Flexible, Inspire, Integrity, Interpersonal Skills, Leadership, Leadership, Manage Multiple Projects, Meet Deadlines, Passion, Problem-Solving, Project, Management, Productive, Resourceful, Speech, Team Leader, Teamwork, Time Management Skills, Work Under Pressure

EXPERIENCE

Freelance Art Director Dec 2012 - Present

Nusser Studios, Wichita, KS

- Collaborated with clients for brand development – spearheading visual identity, including brand positioning, promotions, and digital marketing from concept through completion—created improved packaging, web, and broadcast projects.
- Excel at the presentation and proposal of innovative solutions and process improvements to increase efficiency and ensure customer satisfaction.
- Created an open-source project built for Hacktoberfest 2022 a free Hugo Theme built on TailwindCSS 3 and Alpine.js.

Marketing Strategist Oct 2019 - May 2022

Hyspeco Inc., Wichita, KS

- Reduced company expenses by \$10,000 per year, switching from MailChimp to a self-hosted Sendy Email Marketing Software that utilizes Amazon Web Services Simple Email Services for \$6 per month.
- Contributed invaluable creative ideas to the conception of all processes as well as effective branding and marketing strategies for the target market, utilizing digital and social media to ensure maximum awareness and bolstered organic SEO.
- Increased web traffic by 250% and generated email marketing campaigns with over 15% open rates. Implemented Branding guidelines for internal and external communications.

Graphic Designer Jul 2018 - Oct 2019

Mid-Continent Instruments & Avionics, Inc., Wichita, KS

- Creating digital ad campaigns for various print and paid digital ads, including catalogs, brochures, and social media.
- Implemented high-quality code for web, HTML email, and landing page development.
- Created product ads and commercials for broadcast using Adobe After Effects and Adobe Premier Pro.
- In-depth knowledge of graphic design, styles, and layout techniques while mentoring and training other design staff in efficient project execution.

Graphic Designer & Developer Sep 2015 - Jul 2018

Mears Fertilizer, Inc., El Dorado, KS

- Led the development and executing of a comprehensive re-branding strategy, exemplifying knowledge of aesthetic design concepts to create a competitive advantage with logos, print ads, print production, packaging, and marketing materials.
- Leveraged technical acumen to code websites and client portals for distributors, ensuring smooth, responsive UI/UX design and seamless end-user experience.

EDUCATION

Bachelor of Fine Arts B.F.A.

Sep 2004 - May 2008

Fort Hays State University, Hays, KS

HONORS & AWARDS

Interactive Award Winner: Silver ADDY® Award - Self Promotion	2011	AAF
Broadcast Award Winner: Bronze ADDY® Award - Wesley TV/Print	2011	AAF
Interactive Award Winner: Silver ADDY® Award - Self Promotion	2010	AAF
Mixed-Media: Bronze ADDY® Award - Wesley Television/Print	2010	AAF
Interactive Award Winner: Silver ADDY® Award - Self Promotion	2009	AAF
Award Winner: Bronze ADDY® Award - The One That Got Away	2009	AAF