



JASON NICKENS

Art Director | Design Manager | Digital and Visual Designer

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SKILL HIGHLIGHTS

CREATIVE :: Creative Direction, Design Management, Visual Design, Art Direction, User Experience, Brand System Creation, SEO/SEM, Print and Digital Design, Photo Retouching and Manipulation, Illustration, and Magazine Pagination.

TECHNICAL :: Photoshop, Illustrator, InDesign, Acrobat Pro, Sketch, Invision, Wordpress, MS Office–Powerpoint, Word, Excel, MS Windows and Mac OS, Drupal, HTML and CSS.

EXPERIENCE

Jan. '16 – Present

CAPITAL ONE FINANCIAL | Senior Art Director | Tysons, VA

- Led in the creative, art, and overall visual direction for the complete redesign of Capital One's online personal banking website.
- Worked alongside internal digital UX teams, as well as manage/consult with external collaborative.
- Give direction in facilitating A/B web page marketing tests for online account conversions, pulling in revenue upwards of \$5-\$10M in additional deposits per tests.
- Art directed and produced product cross sell campaign aimed for acquisition reaching over 15M customers.
- Produced and art directed a \$500K multi-channelled retail bank tax campaign resulting in millions of new deposit growth.
- Created the visual direction and designed the first ever 1-2 sprint multi-channelled tax campaign.
- Developed enterprise-wide landing page, presentation, and overall creative design templates to help streamline workflow across creative, development, and various lines of business.

Aug. '15 – Feb. '16

DON SCHAFF & FRIENDS, Inc. (ds+f) | Art Director and Senior Designer | Washington, DC

- Winner of multiple ADA Graphic Design Awards for work with Kennametal, Cushman & Wakefield, and DHI.
- Developed the complete rebrand of, the now global \$5 billion revenue, Cushman & Wakefield collateral materials, creating their annual Law Benchmark Survey, corporate emailers, American Law Journal advertisement campaign, and company visual aesthetic.
- Responsible for the rebrand campaign of the Door & Hardware Institute (DHI), producing the company's identity, membership collateral, online and print marketing strategies, and corporate style guidelines.
- Produced various apparel and product branding for Kennametal (\$3 billion revenue global supplier of tooling and industrial materials).
- Managed and implemented SEO/SEM service structure for DS+F, enabling the agency to provide client website audits, strategies, analytics, and proposal packages.
- Responsible for conceptualizing, design, UI/UX design, mock-ups, including responsive, mobile and tablet-friendly interactive sites and social media integration.

Clients: Kennametal Inc., Cushman & Wakefield, Door & Hardware Institute, O'Donnel Vein and Laser

Dec. '12 – Sep. '15

CREDIBLE WIRELESS, INC | Senior Design Manager and Lead Designer | Rockville, MD

- Act as Creative Director & Brand Manager for all departments within the company generating \$15 million in annual revenue working alongside Chief Executive Officer, Vice President of Corporate and Strategic Development, and Vice President of Sales and Marketing.
- Grew marketing department from little to no brand continuity to cohesive brand systems that effectively communicated the company mission leading to better external and internal brand awareness.
- Oversee, prepare, and create all visual communication and marketing content for both print and online collateral. Reduce printing costs by an estimated \$350+ per order.
- Conceptualize and design various event collateral, signage, and promotional materials for all tradeshows and conferences. Design and manage the creation of company standard conference booklet (40+ pages).
- Design and Project Manage the creation and development of the company intranet. Tasks included: user interface design, site architecture, coordinating with COO and company directors, enforcing timelines, oversee and direct communication with SharePoint developer, and assist on site security.
- System Admin for SharePoint intranet developing educational training, govern of permission access, aid in the development of policies, and oversee new developments.
- Design and project manage Business Intelligence pamphlet to detail key software components resulting in \$50K module purchases and aid in future deals.

May. '06 – Dec. '12

CAPITAL COMMUNITY NEWS, LLC | Associate Art Director, Web Master | Washington, DC

- Art directed and created the complete re-design of one of the company's publications increasing monthly revenue \$20,000 monthly.
- Managed magazine pagination, article layout and design, and advertisement creation and placement.
- Directed the development of Drupal website resulting in over 50,000 unique monthly visitors and increased online advertising revenue. Managed daily upkeep, enforced and created policies and processes, and corrected reported errors.
- Decreased company's production costs by an average of \$12,000 annually.
- Restructured production department by ordering more efficient equipment, software, and creating policies that increased better time management. Reduce release days from 16 hrs (leaving at 1am) to 8 hrs (leaving at 5pm).

Sep. '02 – Present

JN DESIGN STUDIO | Owner and Creative Architect | DC Metro Area

- Create and execute strategies at the micro and macro level for a range of global clients, including Fortune 1000 corporations, law firms, and international associations.
- Lead the agency's team to ensure the quality of the creative and strategic offerings.
- Enhance and develop business engagements with existing clients.
- Cultivate new business relationships and secure partnerships with prospective clients.
- Grow new leads, including marketing-qualified leads, by converting site traffic through calls-to-action, landing pages, and lead generation content (including offers).
- Optimize marketing automation and lead nurturing processes through email, content, and social channels.
- Developed an online blog and print magazine companion featuring unseen talent, generating hundreds print readers and thousands of international online readers aiding in the success of underground talent.

Clients: VH1 Hip Hop Honors, Led Zeppelin, and Nike

EDUCATION

UNIVERSITY OF DC | BFA: Fine Arts :: Minor: Graphic Design | Magna Cum Laude

CERTIFICATIONS | Google Analytics :: Google | HTML/CSS