

JEROME L. NELSON | LUXURY DESIGN AND MARKETING

Greetings,

I'm a high-energy creative leader with nearly 20 years of freelance, agency, and in-house experience. I am best known for my rich, clean and elegant web, print and identity compositions.

I have a passion for mentoring savvy business leaders and eager creative professionals. Through open and honest dialogue, I lead them through redefining and refocusing their business and professional goals. By illuminating their own personal potential, I help them to far exceed their expectations. Our interactions not only enable them to surmount perceived limitations, but also heighten their sense of confidence and engagement.

As a seasoned design professional, I have personally executed hundreds of marketing and advertising projects from concept to completion.

My print design experience includes: branding and identity design; advertising, event and direct marketing campaigns; product design, packaging, and advertising; booths, signage, and point-of-purchase displays; and design, typography, and layout of books, magazines, catalogs, and annual reports.

Highlights from my interactive experience include: website design and redesign; blog, web banner, and email design; flash animation and presentations; information architecture (IA); and SEO/SEM consulting.

My outstanding achievements include:

- Silver Addy Award for Creative Direction (Web)
- Bronze Addy Winner for Art Direction (Print)
- Published work in "LogoLounge Master Library, Volume 1"
- Published work in "LogoLounge Master Library, Volume 2"
- Elite testing scores in Adobe Photoshop, Illustrator and InDesign

Professionally, I am most proud of the dozens of glowing recommendations I have received from my clients, employers, and peers on LinkedIn.com.

Sincerely,



Jerome L. Nelson

LUXURY DESIGNER AND MARKETER

JEROME L. NELSON

LUXURY DESIGN
AND MARKETING

SKILLS

| | |
|-------------|----------------|
| Photoshop | Top 10%* |
| Illustrator | Top 10%* |
| InDesign | Top 5%*; ACE** |
| Flash | Advanced |
| DreamWeaver | Fluent |
| GoLive | Fluent |
| Acrobat | Fluent |
| OmniGraffle | Basic |
| HTML | Basic |
| CSS | Basic |

* Elance.com Skills Test, International

** Adobe Certified Expert

EXPERIENCE

FREELANCE

2008 TO PRESENT : FULL TIME

- Developed branding and identity for 24 unique individuals and organizations
- Creative directed, designed and managed development of 11 websites and 2 flash presentations
- Consulted 17 startups in marketing, advertising, and branding
- Freelanced for 5 advertising agencies in the areas of creative direction, art direction, flash animation, & web design
- Commissioned, collaborated, and lead 11 independent contractors for 29 marketing projects

1993 TO 2008 : PART TIME

- Developed identity for 27 startup companies and organizations
- Designed Flash presentation consisting of over 35 independent, synchronized animations for avionics corporation
- Created and managed over 30 print advertisements each month for a high-society magazine
- Designed and developed 12 websites using Photoshop, Illustrator, DreamWeaver, GoLive, and Flash

FAMILYLIFE

Non-profit specializing in broadcasts, events, products, and publishing

5800 Ranch Drive Little Rock, AR 72223 • (501) 223-8663

2001 TO 2008 : PRINT DESIGN

- Creative direction and design of 12 events, including booths, signage, apparel, and all print collaterals
- Developed branding and identity for 33 products, broadcasts, and initiatives
- Creative direction and layout of 9 products, including branding, packaging, promotionals and advertising
- Completed cover designs, page layouts and advertising of 15 books, magazines and annual reports

2002 TO 2008 : INTERACTIVE DESIGN

- Creative direction and design of 3 corporate and broadcast websites, 2 email campaigns and 1 flash presentation
- Art direction (creative lead), designer, information architect (IA), and consultant on 5 other website initiatives
- Creation of over 100 web banners, including static and flash animated banners, plus multiple sizes of most

HEATHCOTT ASSOCIATES

Advertising agency, 3rd largest, regionally, circa 1999

17300 Chenal Pkwy # 300, Little Rock, AR 72223 • (501) 821-9900

1998 TO 2001

- Complete responsibility for art direction, design and production of 5 agency clients (reported directly to Creative Director)
- Support responsibility for design and production of 25 additional agency clients
- Developed branding and identity for 8 startup companies and organizations
- Art direction and design of advertising, packaging, apparel, collaterals, direct mail and promotionals
- Winner of Bronze Addy for 3D print promotional piece, for art direction and design

EDUCATION

FORMAL

AA | GRAPHIC DESIGN + AA | GENERAL EDUCATION

Graduated in May 1996

Garland County Community College
Hot Springs, Arkansas 71913

- Graduated with honors
- 3.5 GPA
- Multiple design awards

CONTINUING

WEB | LYNDA.COM + DVD | TOTAL TRAINING

400+ Hours of Ongoing Training

- Photoshop, Illustrator, & InDesign
- Flash, DreamWeaver, & GoLive
- ActionScript, CSS, & HTML

SUCCESS STORIES

PRODUCT REDESIGN HOOKS WALMART AND DOUBLES SALES

As my first major project with a new company in late 2002, I was commissioned to redesign their top selling product. Although yearly sales were steady, I perceived that its dated and uninspiring look was preventing it from meeting its full potential.

Using a more creative and commercial approach, I completely redesigned all branding and identity elements — including logo, packaging, and advertising — of the flagship product.

RESULTS: The design refresh secured partnerships with Walmart, Kmart, Safeway, and other major retail outlets, more than doubling revenue from the previous year. Within just a few months, the redesign thrust the product's lifetime sales well above 1.1 million units.

EMBARRASSMENT AVERTED AT NATIONAL SUMMIT

In March of 2006, with a major event only 13 days away, the summit leadership team realized they'd neglected to commission a designer to handle branding and design collateral. To prevent damage to the credibility of the events department, I took the initiative to complete the necessary tasks — despite the compressed time frame and my already heavy workload.

In less than two weeks, I skillfully designed and produced the event's branding, identity, signage, programs, directory template, stationary, table toppers, name tags, PowerPoint presentation templates, and other collateral for the summit.

RESULTS: One prominent speaker publicly praised the summit's exceptional look and appreciated the "months of effort that had obviously gone into it." Another reaffirmed with a laugh, "I was so floored by the presentation that I full expected to find branded chocolates on the pillow, back at my hotel!"

\$85,000 WEBSITE REDESIGN FAILURE — SALVAGED!

In September 2008, my employer hired a promising outside design agency to complete an extensive ecommerce redesign. Although the total project billing exceeded \$85,000, the newly launched site's front-end layout was confusing and difficult to navigate. Page views and product sales began to drop. Outside user testing confirmed a mere 20% approval rating.

I was given just three days to analyze, plan, optimize, redesign, paper-test, revise, and secure VP approval — all within corporate branding guidelines.

RESULTS: Once my design revision went live, outside testers were brought in again to reevaluate the site, garnering a 100% approval rating. Page views immediately spiked significantly higher than the original website design. The total cost of the front-end redesign and development was less than \$1,000.

LINKEDIN RECOMMENDATIONS

"Jerome operates as more of a partner in his business. The end results when you work with Jerome will go beyond your expectations.

— Philip Butler, client

"Jerome has become known in our market as the "go to" guy for the ultimate in top quality graphics. His . . . unique style produces some of the most attractive designs I have ever seen. Jerome is an excellent communicator and can take any project to new altitudes."

— Brad Horton, client

"I found Jerome to exhibit a unique attention to detail. . . . He understood our intent and brought clear vision to the project through a series of well thought and communicated story-boards and worked well with our internal sales and marketing, IT and executive staff.

— Luke Ribich, client

"Jerome did a fantastic job of capturing the spirit behind our design needs. His approach to submit sketches before too many hours are sunk into a design that isn't ideal, was very comforting to me, my team and provided for high yield/quality graphic production. I highly recommend Jerome!"

— Karl Clauson, client

"Jerome consistently creates designs that communicate on multiple levels. . . . Jerome understands how to integrate marketing needs into the design process."

— Mark Whitlock, client (in-house)

"Jerome is one of those people that you are so glad that you met. He believes in the work that he produces. His eye for detail and clarity of design allow him to show others the essence of your idea. Beyond all of that, Jerome, is diligent to deadlines and enjoyable to work with — a trait that only enhances his designs."

— Lisa Collins, client (in-house)

"Jerome is a detail oriented designer, who performs very well under pressure. He has an excellent work ethic, and a broad talent that allows him to display a variety of graphic design skills. He works with an understanding that the most important goal is to make sure that any given project be a success for the client, not just an awards contender."

— Michael Puckett, Creative Director

"Jerome is an extraordinarily gifted graphic designer . . . one whose talents and gifts far supersede those of many designers I've worked with professionally over the course of almost 30 years. Jerome is a visionary and leader, and can easily write his own ticket in the workplace as a highly creative, multi-faceted media mogul!

— Dale Walters, Sr. Creative Writer

"Jerome is knowledgeable, organized and efficient in the way he does his work. It is not just creative, but purposeful and intentional. Jerome also always kept me well-informed of his progress. And I always felt confident about the technical aspects of his work, and I relied heavily on it. I believe whoever engages Jerome for graphic work will be served very well."

— Jeff Lord, Project Manager & Print Buyer

"Jerome . . . takes every opportunity to strive for excellence in communication with clients — while achieving high-end design with highly marketable results. Jerome has earned my respect over and over again by being the designer that can "get it done right."

— Rob Green, Sr. Designer

"Jerome is set apart in his work not only for his excellent eye for design. . . . He was made to be in a leadership and teaching role since it comes to him naturally. With these assets is combined his thoughtful creativity and cleanly designed work. Jerome is a team player — very accessible and encouraging yet setting the example of working with integrity."

— Sara Anderson, Jr. Designer (protégé)