



# marc nash

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Versatile and accomplished GRAPHIC / WEB DESIGNER and FRONT-END DEVELOPER with 10+ years of digital media innovation. Deft strategist with solid client relations skills. Inspires clients and teams from concept through delivery, and effectively translates vision into communication design and robust brand identity. Adroit in advancing brand recognition through effective and compelling translation of brand strengths and visual assets.

## Areas of Expertise

### CREATIVE MANAGEMENT

producing and designing content that creates emotional connections; reaching objectives on-brand tone, easily alternating between soloist and conductor roles; encouraging diversity and differences; motivating and leading team through the creative process; and synthesizing complex concepts.

### UX / UI DESIGN

competitor and customer analysis, structure/strategy, wireframing, rapid prototyping, task flow, behavioral and attitudinal testing, production team and agile development coordination; ongoing enhancement for customer satisfaction and loyalty; UI prototype formulation that adheres to branding guidelines and creates emotional response from effective use of layout, color, and typography.

### EXECUTIVE PRODUCTION

consistent delivery of high-production values, directing creative and media production, spearheading staff development and talent acquisition; overseeing budgets while maximizing margins; creation of scalable work modalities; building a shared vision of pride, trust, and teamwork.

### BRAND DEVELOPMENT / ID DESIGN

creative brief development, market and competitor research, client and creative ideation and brainstorming, conceptual sketch work, client presentations, revision process management, and obtaining formal approval; style guide development including proper logo usage, typography, color palette, stock photography, brand extensions, sample marketing, and advertising collateral.

### WEB DEVELOPMENT

high production value, pixel perfect pages via with HTML, CSS, Sass, PHP, and jQuery; MySQL Database, Wordpress content management and Advanced Custom Field backend integration; stringent version control protocol; browser and device compatibility; hosting, domain, and DB administration.

## Business Experience

10/13 TO  
PRESENT

**UX DESIGNER**, TVI DESIGNS, New York, NY

A digital marketing firm specializing in design & UX, technology, production, data & analytics, and strategy.

**RESPONSIBILITIES:** creating pitch strategy for brand campaigns; shaping design direction; promoting innovation; leading design team and client initiatives; conceptualizing storyboards and style guides.

### TO OBTAIN VENTURE FUNDING FROM LORI GREINER OF SHARK TANK:

collaborated with stakeholders; opened a new distribution channel for an oversaturated and stale market; aligned vision and built consensus on creative direction and UX/UI.

**RESULT:** clients obtained \$250k for a 18.5% equity share of the company; awarded \$45K contract for the build out of their online store.

### TO COLLABORATE EFFECTIVELY WITH A NEW CREATIVE DIRECTOR:

left preconceptions at the door, understood the importance of the cultural differences between agency and client, always expected greatness from all team members, embraced trust and remembered honesty is best.

**RESULT:** built outstanding relationship with client and designers; best project of the year.

**TO INCREASE CROSS-PLATFORM USABILITY FOR AN AGING POPULATION:**

created scope, project plan, and workflow; developed simple yet refined concepts, persona development, and wireframes; identified UI concepts and layouts; conducted usability testing cognitive walkthroughs and post launch focus groups.

**RESULT:** increased gift card sales and online reservations from targeted demographic.

**TO CREATE SCALABLE FUTURE PROOFED SITE FOR A GROWING FRANCHISE:**

drafted multiple photo-heavy wireframes and UI concepts wireframes and UI concepts; custom built highly integrated site-wide backend controls controls with Advanced Custom Fields for simplified content management; included custom toggle for inter-site marketing.

**RESULT:** increased private event inquiries at all locations; site remains fresh.

**TO DELIVER AN ON-DEMAND, VERSATILE, DIGITAL MARKETING MACHINE:**

truncated site map; conceptualized agile landing page generation; closely integrated with adwords and Facebook; rapidly prototyped and optimized, versatile UX layouts and section blocks within a custom wordpress theme.

**RESULT:** increased lead generation through versatile backend marketing capabilities.

**TO BRAND A SERVICE WITH A BUSINESS MODEL THAT IS TOO GOOD TO BE TRUE:**

under aggressive deadlines, built an identity with clear visual connections to product and industry, continued to refine and truncate every piece of content and visual asset to the point in which the negative space is in perfect harmony with their messaging and brand.

**RESULT:** successfully sprinted across the finish line in 314h:26m:57s

5/10 TO  
PRESENT

**FREELANCE DESIGNER, MARCNASHDESIGNS.COM** New York, NY

Producer of commercial, narrative, and digital marketing content for local small businesses and startups.

**TO TAKE ADVANTAGE OF EVOLVING MARKETING TRENDS:**

collaborated with stakeholders of Posse—a bold, fast, fearless, mobile design shop—to refine digital identity and position their services catalogue against full service shops; developed streamlined usability to adhere to their corporate philosophy (in their own words, “No BS”).

**RESULT:** handoff to happy client; company grew

**TO REDUCE CLIENT’S MARKETING EXPENSES AND LEVERAGE A LIMITED MARKETING BUDGET:**

due to the high costs incurred from third party ordering and logistics sites, recommended and seamlessly integrated a new online combined ordering platform and CRM system.

**RESULT:** increased margins through recaptured service fees from third party ordering platforms.

9/10 TO  
10/13

**LEAD DESIGNER, PLUS972 GROUP,** New York, NY

A fully integrated boutique marketing agency specializing brand development, strategy, and social media marketing.

**RESPONSIBILITIES:** Managed creative operations, a three person design team, and accounts; client presentations, creative briefs, and liaising with financial team; promoted from Associate Designer to Lead 12/10.

‘07 - ‘09

**TICKET SALES AND FULFILLMENT OPERATOR, NEW YORK METS,** Flushing, NY.

## Education

A.A.S., Graphic Design, PARSONS SCHOOL OF DESIGN, New York, NY. 2010.

B.A., American History, BOSTON UNIVERSITY, Boston, MA. 2007.

## Interests

Searching NYC for the best taco al pastor, dirty dim sum joints, and food trucks while attending the Vendy Awards, space exploration/NASA/spaceX, making ice cream, the NY Mets, and architecture meeting cultural movements.

see my work at ***marcnashdesigns.com***