

Nina Selzer

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FREELANCE/CONTRACT ART DIRECTOR (9/03 - present)

Successful in designing high-impact web and print solutions to generate revenue and support business requirements

Passionate about creating smart, professional, client-specific designs that immediately attract attention and drive responses

Dedicated to seeing projects through their full life cycle and meeting demanding deadlines

Inspired through collaboration and effective communication with clients, colleagues and vendors to bring creative concepts to life

Tireless in understanding each client's unique vision and bringing it to fruition

Knowledgeable in digital and print production specifications and designing for varied platforms

EDUCATION

Rochester Institute of Technology,
Rochester, New York
Bachelor of Fine Arts,
Graphic Design, 1995

SKILLS

Technical

- Photoshop
- InDesign
- Illustrator
- Sketch
- Power Point
- Word
- Pages
- HTML/CSS

Design (web & print)

- Brochures
- Collateral Systems
- Emails/Landers
- Infographics
- Websites/Banners
- Logos/Identities
- Case Studies
- Sales Sheets
- Tradeshow Signage
- Invitations

Professional

- Art Direction
- Collaboration
- Conceptualization
- Management
- Presentation
- Press Supervision
- Proposal Writing
- Web Development

EXPERIENCE

Austin Community College

Northridge Campus, Austin, TX

Adjunct Professor (8/14 - present)

Teaching 'Design Communication II' class, where students learn to conceptualize pieces with a brand narrative through 3 different projects.

Highlights:

- Develop curriculum
- Develop and present lectures
- Guide students through the design process
- Facilitate real-world business scenarios
- Collaborate with other instructors
- Manage classroom, schedules and projects

On-site and Remote Contracts

Independent Consultant

Supporting teams with projects ranging from infographics to emails, and print collateral to landing pages

Saatva: Sr. AD/Office Design Lead (8/16 - 1/17)

Charles Schwab: Sr. Interactive AD (9/10 - 4/11)

KPI Analytics: Interactive Lead Gen AD (8/11 - 3/13)

TripAdvisor: Sr. Interactive AD (4/14 - 5/15)

Somnio: Sr. IU/UX Designer (8/15 - present)

Big Commerce: Designer (11/15 -3/16)

nFusion: Designer (as-needed project basis)

Dialog Group: Designer (as-needed project basis)

Lanthorn Technologies

201 South Street, Boston, MA

Design Director (11/01 - 9/03)

Created innovative design solutions in-house for a technology start-up.

Highlights:

- Created two entire brand identity systems
- Executed and managed all in-house visual product design, both print and online

Razorfish

101 Main Street, Cambridge, MA

Sr. Graphic Designer (4/00 - 3/01)

Created design solutions for corporations and universities at an award-winning interactive agency.

Highlights:

- Collaborated on ground-breaking concepts
- Strategized with industry-leading brand specialists
- Developed new design standards and followed existing standards
- Created section of high-profile cosmetics site

Stoltze Design

49 Melcher Street, Boston, MA

Sr. Graphic Designer (5/98 - 4/00)

Wore many hats as art director, designer, manager, producer and consultant at an award-winning design agency.

Highlights:

- Managed several accounts congruently
- Developed cohesive and extensive branding systems
- Oversaw press runs
- Mentored co-ops
- Directed photo shoots

Wolf Group

400 Euclid Bldg, Rochester, NY

Art Director (9/97 - 3/98)

Created print ads and marketing collateral for retail and pharmaceutical companies at an award-winning advertising agency.

CorchiaWoliner Design

130 West 56th Street, NY, NY

Graphic Designer (4/96 - 7/97)

Created print design solutions for educational and financial institutions at an award-winning studio.

www.ninasdesign.com

Physical portfolio available upon request

Clients past and present (partial list): ACGC • Accordant Media • Bausch & Lomb • Boston University • Care.com • Charles Schwab • Citibank • Dachis Group • Estee Lauder • IBM • Kodak • Loomis, Sayles & Co. • MasterCard • MIT • Molecular • NVest • Polycom • Prudential • Samsung • TIAA-CREF • Trip Advisor • Tyco • UMass Dartmouth