



Nicholas Jordan, MBA Web Graphic Designer

6617-8 Reafield Dr.
Charlotte, NC, 28226

Toll Free | 877.614.5387
Mobile | 704.575.9418

www.nicholasjordan.com
info@nicholasjordan.com

SUMMARY

Innovative web development expert with over eight years of experience designing, implementing, and maintaining interactive web sites. Proficient in creating front-end mock-ups and interactive html models as well as graphic sketches, typography, and creative layout designs. Resourceful graphic designer skilled in designing with grids and knowledgeable of the principles of design. Experienced in project management, marketing, search engine optimization, and web standards.

ADVANCED COMPUTER & TECHNOLOGY SKILLS

Acrobat, ActionScript, Constant Contact, CSS, DHTML, Dreamweaver, FireBug, Fireworks, Flash, HTML/XHTML, Illustrator, InDesign, JavaScript, Joomla!, JQuery, Photoshop, Microsoft Office Suite and Project, MySQL, PHP, RatePoint, WordPress, XML

EXPERIENCE

Website Designer | Graphic Designer

03.2006 - Present | Industrial Test Systems, Inc. | Rock Hill, SC

- Redesigned ecommerce web site targeting B2B2C industry and offering over 400 products. Enhanced the web site's user-interface and user experience, improved Accessibility and Web Standards, and increased search engine optimization. Web site redesign resulted in increased customer traffic and increased web site sales.
- Researched and prototyped new web technologies and techniques to achieve benefits of the latest innovations. Planned, designed, and developed front-end application components including concept development, market research, site mockups, designing, and coding.
- Maintained PHP based shopping cart and MySQL databases.
- Examined web site sales reports to determine effectiveness of online promotions and product placement.
- Developed marketing and collateral material to innovatively promote products and increase revenue including paid advertisements, print brochures, product packaging, press releases, sales sheets, and online advertisements.
- Designed presentation and marketing materials for trade shows and promotional booths.
- Created email marketing campaigns and executed production of email campaigns, including the development, setup, editing, testing, and launch.
- Photographed all products and maintained a library of product photography available to the sales and marketing staffs for on demand generation.

Freelance Web Designer/Developer, Graphic Design Specialist

09.2005 - Present | Charlotte, NC

- Retained by multiple companies and individuals to provide custom web design and graphic design services as well as marketing consultation.



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EXPERIENCE continued

Graphic Designer | Web site Designer

Abundant Life & Restoration Ministries, Inc. (ALARM) | Tallahassee, FL
12.2001 - 08.2005

- Provided art direction to a creative team that included graphic design, web design, videography, and photography.
- Designed and developed front-end application components, visual elements and layout structures for all company web sites.
- Contributed to successful integrated marketing campaigns and marketing strategies.

EDUCATION

American InterContinental University | Atlanta, GA | 2005
M.B.A., Project Management Concentration

Florida Agricultural and Mechanical University | Tallahassee, FL | 2001
B.S., Visual Arts Major, Graphic Design Minor

CIVIC PARTICIPATION

University Park Baptist Church | Charlotte, NC
Marketing Ministry Volunteer
2008 - Present

New Birth-Charlotte | Charlotte, NC
Men of Influence Mentor
2006 - 2007

Big Bend Hospice | Tallahassee, FL
Caring Tree Program Volunteer
2002 - 2005

REFERENCES

Available Upon Request