



# Nicholas Jordan, MBA Web Graphic Designer

6617-8 Reafield Dr.  
Charlotte, NC, 28226

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www.nicholasjordan.com  
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## SUMMARY

Innovative Web design and development expert with over eight years of experience designing, implementing, and supporting interactive Web sites. Resourceful graphic designer proficient in designing with grids and knowledgeable of the principles of design. Skillful in producing graphic sketches, typography, and creative layout designs. Knowledgeable in designing web sites using ExpressionEngine, Joomla! and WordPress content management systems. Experienced in Web standards, Accessibility standards, cross browser compatibility, project management, e-commerce, search engine optimization, planning, concept development, designing, and coding. Focused and detail oriented with strong organizational skills. Adapt at multitasking to meet aggressive deadlines with a proactive approach. Relates to people at all levels of business and management. Understands and interprets the need of clients as well as exceeds expectations. Motivated, learns quickly, and adapts to new environments.

## ADVANCED COMPUTER & TECHNOLOGY SKILLS

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

## EXPERIENCE

### Website Designer | Marketing Assistant | Graphic Designer

Industrial Test Systems, Inc. | Rock Hill, SC

03.2006 - Present

- Redesigned company Web site to provide an improved user-interface and user experience, improved Accessibility and Web Standards, and effective search engine optimization. Web site redesign resulted in increased customer traffic and increased Web site sales.
- Planned and produced all phases of Web site redesigns including concept development, market research, site mockups, designing, and coding.
- Instrumental in updating corporate identity, advertising, and Web site ensuring a consistent visual signature for all aspects of company branding.
- Maintained PHP based shopping cart and MySQL databases.
- 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.
- Examined Web site sales reports to determine effectiveness of online promotions and product placement.
- Photographed all products and maintained a library of product photography available to the sales and marketing staffs for on demand generation.
- Created email marketing campaigns and executed production of email campaigns, including the development, setup, editing, testing, and launch.



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## EXPERIENCE continued

Freelance Web Designer/Developer, Graphic Design Specialist  
Charlotte, NC

09.2005 - Present

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

Graphic Designer | Web site Designer

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

12.2001 - 08.2005

- Designed all visual elements and layout structures for the organization's Web sites.
- Developed brand image by designing the organization's logo and ensuring that all online and printed material sent a strong and consistent message.
- Contributed to successful integrated marketing campaigns and aided in the shaping of 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