

STEVEN NARDI M.A.

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QUALIFICATIONS PROFILE

Innovative and self-starting Senior Design Professional with 13+ year successful track record of driving growth and new consumers through creative campaigns, elevated digital presence, and user-focused solutions. Dedicated to functioning as an industry expert with the continued pursuit of professional development and research of new developments, current trends, market environments, and technological updates. Committed to brand adherence and elevation by creating engaging and relevant content across multiplatform campaigns. Deadline-driven and detail-oriented with a history of thriving in a fast-paced, quick-turnaround creative environments. **Areas of expertise, design, and media...**

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| <ul style="list-style-type: none">• Mobile Design• Print & Digital Media• SEO/SEM & Google Analytics• Videography | <ul style="list-style-type: none">• Website Design & Development• Team Direction & Leadership• Email Campaigns• Creative Direction | <ul style="list-style-type: none">• UX/UI, Human Factors• Research & Analysis• Strategic Marketing Campaigns• Photography |
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PROFESSIONAL EXPERIENCE

Incredible Technologies, Inc., Vernon Hills, IL

Senior Web & Mobile UI/UX Designer, 2014 – Present

Lead efforts in UX design, develop, and maintain user-focused, dynamic responsive websites, mobile apps, eCommerce and digital marketing user acquisitions. Govern projects from initial concept through to completion and delivery with adherence to all client needs and deadlines. Upholds and improves brand standards in all interactions and communications. Created innovative and unique visual collateral that aligned with the goals and vision for each brand.

Key Achievements:

- Provides leadership in identifying and developing innovative creative digital solutions, and work flow processes. Conduce user research. Full-stack designer using wireframes, mockups and implemented designs using HTML/ CSS.
- Ensures and understands brand's needs, designs consistence and quality materials across all digital platforms.
- Directs user interface for various games and platforms, web, mobile, social media and marketing decks.
- Design layouts, user flow and interactions. Worked with agile team to maintain public facing dynamic, data-driven responsive websites and mobile apps.
- In charge of high-resolution graphics, icons, and logos for various game titles.
- Creates high definition motion graphics and promotion videos.
- Leads design team to adhere to brand standards. Develop style guides and branding goals. Maintains iOS and Android interface guidelines.
- Ensures processes are followed with art directed design and development team on multiple visual campaigns including various mobile applications, websites, motion graphics/ animations and display deliverables.

Car-X, Schaumburg, IL

Website Marketing Manager, 2012 – 2014

Strategized innovative and data-driven marketing plans for various digital avenues with a focus on expanding consumer base and public awareness of services and products offered. Created elements for branding, promotional materials, marketing campaigns, and company website.

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Key Achievements:

- Developed creative media and in-store sales program that empowered customers to buy rather than be sold that resulted in increased revenues of \$15M in 2013; with 5.9% average ticket increase and 5.2% sales increase.
- Spearheaded video usage across marketing and website resulting in expansion of digital presence.
- Liaised with various franchises to enforce brand standards ensure for proper execution of marketing collateral.
- Successfully developed and launched new Car-X marketing and communications strategy that turned around four years of declining retail sales and resulted in 2.1% gain in store retail sales.

Doheny's, Lake Forest, IL

Marketing Associate/ Creative Designer, 2012

Controlled website including eCommerce efforts and content management. Generated brand-aligned visual collaterals for use across various platforms including print and digital.

Key Achievements:

- Created artwork for widely-viewed public broadcast.
- Spearheaded biweekly email campaigns for both B2B and B2C customer base.
- Art directed photoshoots of products and lifestyle images

Alyce Paris, Morton Grove, IL

Multimedia Marketing Manager, 2009 – 2012

Command marketing efforts and strategize innovative multi-avenue campaigns to drive site visits, cultivate a pipeline of consumers, and achieve growth goals. Comprehensively reviewed performance metrics, various analytics, site traffic patterns, market environments, current trends, and new developments in order to identify areas for improvement, and innovative solutions that elevate website effectivity. Designed, developed and modified consumer and retail websites.

Key Achievements:

- Significantly elevated social media presence within 24 months including twitter (from 300 to 35K with 4M+ impressions a month), Facebook (from 6K to 115K with 2M+ impressions a month), and YouTube (from 0 to 1M+ views).
- Utilized SEO/SEM strategies to achieve rank as top-page in an organic industry search.
- Secured 175% more online orders by redeveloping the B2B portal with story mapping and agile development.

EDUCATION/TRAINING

Master of Arts in New Media Studies

DePaul University, Chicago, IL

Bachelor of Arts in Film/Video

Columbia College Chicago, Chicago, IL

TECHNICAL PROFICIENCIES

SOFTWARE: Adobe Creative Suite (Photoshop, InDesign, Illustrator, Premier Pro, After Effects), Figma, Sketch, Unity, HTML 5, CSS 3, JavaScript, Ruby on Rails, MySQL, PHP, Java, NetBeans, Drupal, Joomla, WordPress, Magneto, Hubspot, Zurb Foundations, Bootstrap, SEO, PPC, Microsoft Office Suite (Word, Excel, PowerPoint), Urchin, Google Analytics, Google AdWords.