



**Mike Nichols**

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## Work

### Performics

Web Designer

Designed and tested landing pages that consistently increased conversions week over week for Allstate's proprietary insurance quoting tools. I also devised a pitch site design and creation process that became a differentiating factor in Performics' business development process.

04/2015 – 03/2018

### mcgarrybowen

Digital Designer

Quickly ascended from intern to integral team member due to my aesthetic adaptability, technical finesse, and positive energy. I was a war room staple whose ideas and production assisted winning and increasing business from Pizza Hut, Lunchables, and Disney Cruise Lines.

06/2013 – 04/2015

### GoDog Gourmet

Founder/Art Director

From initial research to daily management and creative direction, my partner and I built the business from the ground-up. Within a short operational period, GoDog Gourmet turned a profit and developed a dedicated customer base credited to our unique style, original recipes, and my consistent branding strategy.

11/2011 – 01/2013



## School

### Northern Illinois University

2013 Bachelors of Fine Arts in Visual Communication



## Tools

### Adobe Creative Cloud Suite

Photoshop, Illustrator, InDesign, Dreamweaver, After Effects, Lightroom

### HTML/CSS Development

### Content Management Systems

Wordpress, Ion Interactive



## Skills

Art Direction

Web Design

UX/UI

Digital Advertising

Branding

Print Design

Typography

Social Media Marketing