



Mike Nichols

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Work

MN Design, Freelance Designer

06/2008 – Present

Built a reputation of excellence by combining design prowess with business savvy and consultation. Most notably have worked on packaging, branding, web design and development, direct mail, and display advertising for organizations such as City Colleges of Chicago, Shopko, VitaPLUR, GoDog Gourmet, and All Campus

Performics, Web Designer

04/2015 – 03/2018

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

mcgarrybowen, Digital Designer

06/2013 – 04/2015

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



School

Northern Illinois University

Bachelor of Fine Arts in Design & Media Arts (Visual Communication)



Tools

Adobe Creative Cloud Suite

Ps, Ai, Id, Dw, Ae, Lr

HTML/CSS Development

Experience in Javascript & jQuery manipulation

Content Management Systems

Wordpress, Ion Interactive



Skills

Digital Advertising

Print Design

Social Media Marketing

Branding

Typography

Web Design

Art Direction

UX/UI