



**Mike Nichols**

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## Work

**mikenichols.design** – Freelance Designer & Consultant

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 the agency's business development procedure

**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

**Sketch App**

Prototyping & Wireframing

**Wordpress**

Various Content Management Systems

**HTML & CSS Development**

Experience in Javascript Manipulation



## Skills

User Interface Design

Digital Advertising

Branding

Typography

Creative Strategy

Art Direction

Social Media Marketing

Packaging

Photo Manipulation

...and Rock & Roll Guitar