

JIM NISSEN

OBJECTIVE To join a high-energy team that puts design thinking to work, values the creative process, champions a culture of innovation, and is committed to excellence on every level.

EXPERTISE Creative, design, and art direction. Project leadership. Publication design. Branding. Studio facilitation. Client management. Process development. Prototyping. Page design, Photography art direction, Web design. Strategy. Storytelling. Pitching. Mentoring

SKILLS Instructor level mastery of Adobe InDesign
Advanced level mastery of Adobe Photoshop, Illustrator, Acrobat, and Google Apps.
Comfortable with Microsoft Office applications, Keynote, Slack, Basecamp.

EXPERIENCE **JIM NISSEN DESIGN**

Principal 2018 - present

Brand management and design consultancy for entrepreneurs, publishers, in-house teams and startups.

SWITCH STUDIO

President 1993–2017

Switch Studio was a boutique studio specializing in branding, publication design, and restaurant identity. Based in Phoenix, it operated offices in New York, NY, from 2005 to 2009 and Venice, CA, from 2009 to present.

Magazine brand launches, redesigns, and ongoing monthly production, including creative direction, art direction, page layout, and collaborator/vendor management: Photography, illustration, copy, production, color correction, prepress and press checks. Media kits, book designs including artistic, coffee table, technical, instructional, guides and manuals.

Restaurant naming, concept development, identity, signage, POP, packaging, collateral, and supportive forms, stationery, etc. Marketing concepts and graphic support for print, web, social and direct mail.

Extremely deadline-centric delivery across all print and online media. Brand design liaison for websites, e-books, digital editions, VR apps and social media graphics.

As President, I oversaw all aspects of business operations, studio management and new business development.

As Creative Director, I led a creative team of designers, content creators, and support staff on dozens of simultaneous projects, in a fast-paced, tight-deadline environment. My hands-on, but team-first management style fostered fiercely loyal employees, clients and vendors.

Notable Phoenix office clients: Google, City of Scottsdale, Leukemia & Lymphoma Society, PGA Tour, Upward Projects

Notable NYC office clients: Amnesty International, National Speaker Association, Waterkeeper Alliance

Notable Venice office clients: Time Warner Cable, Urban Experience Media, Visual Media Alliance

- **Amnesty International** - Redesign and content strategy shift attributed to 300% increase in charitable donations.
- **PGA Tour guides** - Redesigned Indesign templates doubled in-house production efficiency. Changing the page trim size allowed a 4-color web run, for the same price as previous 2-color sheet fed runs.
- **Leukemia Society** - Reconfigured direct mail piece on an envelope press to imprint through a diecut, allowing the list to be tracked and purged, all while reducing print bill by \$250K.
- **Bayou City Magazine** - Turn-key team brought full AR-based project with print and digital assets to market in under 3 months.
- **Biz417 Magazine** - Switch launch process and materials lead to full advertising inventory sellout for the launch issue.
- **Scottsdale Times** - Studio team scaled a single market, 32 page bi-monthly newsprint magazine into 6 markets, totalling 196 pages, without the publisher needing to add additional sales or content staff.
- **Successful in building over 180 titles in virtually every vertical. B2B, B2C, trade, lifestyle, association, and niche**
- **Recognized over 130 times for excellence in design, printing and production technique**

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EXPERIENCE **SCOTTSDALE DOWNTOWN MAP & DIRECTORY**

Publisher 2008–2017 (Concurrent to Switch Studio)

Annual tourist guide and website for the Downtown Scottsdale Arizona market featuring a comprehensive directory of businesses, maps, points of interest, and display advertising. 250,000 printed guides distributed to over 450 locations.

As Publisher, I managed the city RFP contracts, and the entire physical production of the guide. I personally handled all advertising sales (100+ accounts), graphic design and print production.

As Web Director, In 2013 Led a development team to deliver a responsive, database driven, geo-gated experience.

- Advertising tracked double digit growth year over year after redesign in 2013
- Site engagement rose by a factor of 10, from 100,000 visitors to 1,000,000 annually in 2 year span

MOMENTUM MEDIA

Creative Director 2010–2017 (Concurrent to Switch Studio)

Momentum Media started as a small Canadian print magazine focusing on urban bicycle lifestyle for both men and women. Switch Studio was initially engaged as a design vendor, but investing as an equity partner, initiated a reposition, redesign and growth strategy, pivoting from print to web-based content delivery.

- Magazine advertising base doubled in first year, page count grew from 48 to 112+ pages per issue.
- Monthly website visitors grew from 15,000 to 60,000.

PROCESS MAGAZINE

Publisher 2011–2015 (Concurrent to Switch Studio)

Process Magazine was a quarterly print publication showcasing the creative, marketing, and printing process'. Each issue partnered with a different print vendor offering ultra-high-end production expertise, such as 8+ colors, emboss, deboss, spot and flood varnishes, stochastic screens, white ink on black stock, metallics, die cuts, lasercutting, letterpress and custom bindery techniques.

As Publisher, I handled the business operations, printer relationships, content creation, advertising sales.

As Creative Director, I worked with content creators, editors, writers, art directors, photographers, illustrators, and page designers managing all production, including extensive QA, prepress and press checks.

- Growth allowed the brand to expand and be licensed in San Francisco to the Visual Media Alliance
- 40+ design, printing and production awards (Creativity International, AIGA, AMA, FOLIO, IABC, ADDY, VMA).

VOLUNTEER **AIGA, THE PROFESSIONAL ASSOCIATION FOR DESIGN**

Los Angeles Chapter 2017–present

Arizona Chapter 2000–2017

AIGA, *The Professional Association For Design*, is a non-profit organization with 72 chapters nationwide. I have been in a leadership role since 2000 cultivating community, developing programming, and doing volunteer management.

AIGA-LA Position: Membership Co-Director

AIGA-AZ positions: President (2 terms), Sponsorship Director, Programming Director, Secretary, Treasurer, Phoenix Design Week co-founding member, and Advisory Board. During my 17 years on the Arizona board, I was selected 8 times to represent the chapter at the national annual leadership retreat.

EDUCATION **UNIVERSITY OF KANSAS**

BFA - Design, Minor - Art History