

JIM NISSEN

EXPERTISE Publication creative direction, art direction, and design.
Print production, project leadership. Studio facilitation. Team building.
Branding. Strategy. Storytelling. Pitching. Mentoring.

SKILLS Instructor level mastery of Adobe InDesign.
Advanced level mastery of Adobe Photoshop, Illustrator, Acrobat, and Google Apps.
Thrive in Microsoft Office applications, Keynote, Slack, Basecamp.
20+ years of print production and prepress.

EXPERIENCE **COMMAND + SHIFT + OPTION**

Principal 2018 - present

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

SWITCH STUDIO

President + Creative Director 1993–2017

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 2017.

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.

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

- **Successful in building over 180 titles, in every vertical. B2B, B2C, trade, lifestyle, association, and niche**
- **Recognized over 130 times for excellence in design, printing and production technique**

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).**

JIM NISSEN

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)

Canadian print magazine focusing on urban bicycle lifestyle for both men and women across North America.

- 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.

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

I AM

Always positive
Professional and diplomatic
Creative under fire
A leader by example

I CAN

Ride anything with 2 wheels
Inspire teams to do their best
Listen to 2 songs at the same time
Find the opportunity in every situation

I LOVE

Great collaborators
The power of possibility
My Midwest roots
Finding amazing type, in the wild