



NICK MOSER

CONTACT INFO

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267.614.4881

EDUCATION

*Kutztown University,
Kutztown, PA*

Bachelor's of Arts Degree,
Concentration in
Communication Design, 2005

SKILLS

Software:

Acrobat Professional, Illustrator,
InDesign, Photoshop,
Dreamweaver, Flash,
QuarkXPress, Microsoft Office,
iMovie, Keynote, Camtasia
Studio, Vimeo, Salesforce,
ConceptShare, Froition,
Scene7, and SlideShare.

Topics:

Managed Team of Designers,
Art Directing Photo Shoots,
Web Design, Graphic Design,
Email Design, User Experience,
User Interface Design, HTML,
CSS, Photo Retouching, and
Product Photography.

EXPERIENCE

Senior Designer + Digital Strategist,

Hill+Knowlton Strategies; Washington, DC

2015 - PRESENT

Lead the creative design practice for the Washington D.C. office. Manage a staff of designers, freelancers, and interns as well as oversee creative direction for Washington DC and Chicago office clients. Provide creative direction, guiding projects from the initial idea phase through final production of print, digital advertising, videos, animation, and social media, using my extensive background in advertising and marketing to bridge the gap between design and strategy. Work with senior leadership on pitching to new business for H+K offices around the country.

Art Director,

Discovery Communications; Silver Spring, MD

2014 - 2015

Executed and assisted in overseeing advertising, marketing, and general creative campaigns for Discovery Life Channel and other Discovery networks. Created work for print, out of home, on-line, on-air, viral, and guerrilla executions from concept through production to promote Discovery Communication programs. Designed full 360 integrated campaigns that are strategic, innovative and net measurable results. Regularly partnered and collaborated with the account services team to understand business and marketing needs and develop compelling campaigns produced on budget and within a tight deadline.

Interactive Designer,

Under Armour; Baltimore, MD

2011 - 2014

Produced designs daily and coded customized email marketing campaigns, which were tested and targeted to specific, segmented purchasing groups. Art directed photo shoots with models and product laydowns for custom email campaigns. Coordinated targeted banner advertisements to affiliated groups throughout the U.S. and parts of Europe. Developed key product launches throughout the year. Worked with Under Armour's Brand team to cross-promote major campaigns through email marketing and affiliate channels. Designed and coded eBay and Amazon Storefronts.

Marketing Specialist,

Fishbowl, Inc.; Alexandria, VA

2008 - 2011

Led the development and implementation of a complete re-branding of the company. Created sales collateral materials, including print leave-behinds and custom-branded presentations for sales representatives. Designed re-branded letterhead, style guide, and print marketing campaigns. Led the development of a new corporate website with Content Management System capability and integrated social media. Directed photo shoots and art production. Created websites for client marketing campaigns, wireframe iPhone applications, and direct mail campaigns. Worked with web developers on updating User Interface designs for Fishbowl's email marketing products. Designed trade show booths for company and client organizations. Organized trade shows and marketing events.

Graphic Designer,

Fishbowl, Inc.; Alexandria, VA

2006 - 2008

Designed and created original art for national print ads, online publications, and comprehensive email campaigns for over 100 national clients -- including Arby's, Austin Grill, Beef O' Brady, Buca di Beppo, Champs, Chili's, Del Taco, Denny's, Old Spaghetti Factory, Papa Murphy's Pizza, Phillips Seafood Restaurant, Smith & Wollensky, Wienerschnitzel, and Zaxby's.

Freelance Designer,

Oxford Communications; Lambertville, NJ

2005 - 2006

Created graphic designs and produced art for catalogs and monthly newspaper circulars for EB Games/Gamestop in multiple languages. Collaborated with a team of designers on projects for clients including Rita's Water Ice, Brookfield Homes, Beazer Homes, Nabi Biopharmaceuticals, and Prime Outlets.

Select Freelance Design Projects,

Penn State Agricultural Sciences: developed promotional materials to advocate for agricultural land preservation in Bucks County, PA.

The Anderson Group, a design agency in Sinking Springs, PA: collaborated on the development of package designs for a Wal-Mart store line of national brand heaters.