

NIK PARKS

GRAPHIC DESIGNER

Education

John Brown University
B.S. Graphic & Web Design
Class of 2011

Contact

nikparks.com
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Astoria, NY 11103

Skills

- Adobe Creative Suite
- Microsoft Office Suite
- Final Cut Pro
- HTML
- CSS
- WordPress
- Squarespace

Side Ventures

Launching Creative
New York, NY
Sep 2013—Apr 2015
Co-Founder

Taught creative individuals how to become business savvy creative professionals through content and information products.

ThompsonParks, LLC
New York, NY
Oct 2011—Oct 2012

Cofounder & Graphic Designer
Designed websites, marketing materials, and email blasts.

Professional Experience

The Halal Guys Franchise Inc.
New York, NY | June 2019—July 2020

Graphic Designer

Graphic Designer for a rapidly expanding NYC based fast casual franchise with new locations across three continents.

- Supervised the successful launch of a new delivery and pickup app that generated more than \$1 million in sales within the first quarter (Dec. 2019 - Feb. 2020).
- Designed a fresh, new site that more accurately reflected the evolution of the brand from its humble beginnings as a single food cart in Midtown, New York City in 1990. The new site offers easy online ordering capabilities (for delivery, pickup, and catering) and converts users into The Halal Guys' Rewards Program (where they can join the ranks of over 65,000 members).
- Art Directed multiple photo shoots for new LTO's (Limited Time Offers) which included the Spicy BBQ Chicken Sandwich/Platter, THG's burrito, and new dessert items.

Freelance Graphic & Web Design

New York, NY | 2011—Present

Providing a full range of creative services and consulting, focusing specifically on branding, print design, web design, motion graphics design, and content for social media marketing.

MicroFame Media

New York, NY | April 2015—June 2017

Graphic Designer & Digital Content Producer

Designed websites and played a key role in writing and editing copy in a fast paced environment. Created visual content that maintained consistent branding for reports, social media campaigns, landing pages, and client deliverables. Managed remote team to set deadlines and ensure they were met on multiple projects simultaneously

Retail, Wholesale and Department Store Union

New York, NY | Jun 2014—Mar 2015

Graphic Designer & Motion Graphics Designer

Worked alongside Director of Communications to build micro-sites, design print materials, and create motion graphics videos. Blended imagery, charts, text, photography, and multimedia elements to create eye catching graphics for over 60,000 members.

The Association of Junior Leagues International, Inc.

New York, NY | Jan 2013—Jan 2014

Graphic Designer & Motion Graphics Designer

Worked closely with the Creative Director and the Director of Marketing & Development to design web content, presentations and various documents in order to strengthen brand reputation among Millennials and convey the organization's mission to a base of over 155,000 members.