

KEVIN NOWAK VISUAL DESIGN PROFESSIONAL

Digital, print, broadcast, and motion media

Crafting exceptional experiences both by hand, and by directing design teams through an ever growing environment of medias, softwares, and technologies.

WORK EXPERIENCE

- 2011–Present **Creative Director**
Flexible Plan Investments
- User interface design leader for concepts, style guides, and researching design trends and technology.
 - Built a digital broadcast studio for video, webinar, and audio recording.
 - Hiring manager and mentor in expansion of internal Marketing Department from 3 to 16 team members.
 - Oversee design and continual improvement of all digital experiences (web sites, client portals, landing pages, webinars, emails, videos).
- 2013–Present **UI/UX Design, Creative Consultant**
Dynamic Performance Publishing
- Hiring manager and design director for launch of *Proactive Advisor Magazine* published weekly in both print and digital formats.
 - Led redesign of *proactiveadvisormagazine.com* in 2016 resulting in increase in ad revenue, doubled time spent on site, and increased organic traffic by 30%.
 - Increased paid subscriptions to *allstarinvestor.com* with web site redesign focused on clear calls-to-action and a simplified user experience.
- 2003–Present **Freelance**
Nowak Media, LLC
- **NEXIQ Technologies/Snap-on:** Lead user interface designer for proprietary tools and mobile apps.
 - **Empowered Blogs:** Co-founder of a Wordpress-based service providing custom themes for online entrepreneurs. Designed 100's of custom blog sites and mentored users.
 - **Hide From Cleo:** Increase national exposure for a local Michigan alt-rock band producing music videos that aired on Country Music Television and DIRTtv and gained a nomination for Best Low-budget Video at the Detroit Music Awards.
- 2000–2009 **Art Director / Graphic Designer**
Group-eX: Buffington and Associates
- Primary liaison and designer for NEXIQ Technologies, a division of Snap-on, Inc.
 - Complied with strict brand standards and color management requirements.
 - Project lead for alternative media start-to-finish projects with Hot Wheels and the Discovery Channel Biker Build-off.
 - On-site photo shoot direction, product photography, and digital retouching.

CONTACT

nowakmedia.com
instagram.com/nowakmedia/
youtube.com/user/NowakMedia
248-703-6109
Troy, MI
kevin@nowakmedia.com

SKILLS

- Adobe Creative Suite expertise: Photoshop, Dreamweaver, Muse, XD, Illustrator, Premiere, Animate, Audition
- HTML, CSS, XML, JavaScript, Bootstrap.
- Proficient in Microsoft Office, Visual Studio, Crystal Reports, Dot Net Nuke, Basecamp, and CRM platforms.
- Proven talent evaluator and team builder.
- Charismatic ENTJ personality that promotes loyalty and performance.
- Experience in a wide variety of industries (financial, automotive, entertainment, technology, networking) in both B2C and B2B capacities.
- Comfortable presenting to and working with executives.

CERTIFICATION & AWARDS

Leadership, Team-Building and Coaching Skills for Managers and Supervisors
Fred Pryor Seminars/CareerTrack, divisions of Pryor Learning Solutions

Innovator Award
Flexible Plan Investments, for spearheading design and technological development of comprehensive national sales presentation.

EDUCATION

Bachelor of Fine Arts
Eastern Michigan University

Intro to Alias 3D Sketch
Washtenaw Community College