



Jim Nielsen

A web, graphic, identity, and information designer known by friends as “that smart guy”

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Employment

DIXIE STATE COLLEGE
August 2010 - Present

Marketing & Multimedia Designer

Web/interface design and development, graphic design, page layout, marketing campaigns, social media promotion, annual reports, identity, and more.

SKYWEST AIRLINES
January - May 2010

Intern, Multimedia Development

Interface design, logo creation, web maintenance, layout design, product photography, and more.

FREELANCE
August 2007 - Present

Web & Graphic Design

Identity, web, and graphic design. Clients include Tonaquint Data Center, Above View Jet Center, Moab Valley Inn, Metcalf Mortuary, and more.

Successes

FUTURE STUDENTS WEBSITE
dixie.edu/futurestudents

I rebuilt this site from the ground up. Site analytics showed the following:

- ↑ 100% increase in pageviews (in the thousands!)
- ↑ 50% increase in site traffic (in the thousands!)

Users tests indicated the following:

- 100% preferred the new site over the old site
- 100% requested I redesign the college homepage

IOS ICON GALLERY
iosicongallery.com

In less than 3 months, the site received more than 1,000 visitors, 6,000 pageviews, and continues to grow and expand its returning user base.

PBL WEB DEVELOPMENT

In the PBL (Phi Beta Lambda) Web Development competition, I received the following honors:
1st place at state and national level (2009)
1st place at state and 2nd at national level (2010)

Education

DIXIE STATE COLLEGE
2007-2010

BA Integrated Studies *Summa Cum Laude*
Emphasis in Visual Technologies & Spanish

Skills

Familiar Solid Excellent

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|-------|---------------------|--|
| 🖱 | Web Design | |
| 🖨 | Print Design | |
| 🎨 | Logo Design | |
| Ps | Photoshop | |
| Ai | Illustrator | |
| Id | InDesign | |
| 🍎 | Coda | |
| <> | HTML | |
| .{} | CSS | |
| \$() | Javascript / jQuery | |
| 🌐 | Wordpress | |
| <? | PHP | |
| ñ | Spanish | |

Interesting Facts

National Champion

PBL - Web Development Category

Golf Handicap:

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RSS Subscriptions:

smashingmagazine, 24Ways
A List Apart, Noupe, Six Revisions
UX Booth, CSS Tricks, Tuts+

Favorite Design Related Books:

The Elements of Typographic Style
The Design of Everyday Things
Don't Make Me Think
The Shallows