

Nils Anders Rasmusson

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Summary

I have been designing and drawing my entire life. Whether it's a logo or a new website, I truly enjoy being able to create for a living. I place great emphasis on making each job that I create unique, expressive and appropriate for its intended use and audience.

Education

Bachelors of Science, Digital Media from Utah Valley University - Emphasis: Web & Graphic Design (Dec. 2008)

Skill Sets

Highly proficient in Adobe Photoshop, Adobe InDesign, Adobe Dreamweaver, Sony Vegas Video, XHTML and CSS. Proficient in Adobe Illustrator, Microsoft Office, Mac OS X, Flash (animation) and Windows.

Work Experience

Graphic Designer

QSI Corporation, Salt Lake City, Utah

August 2008 - Present

- Design print pieces (brochures, business cards, print advertisements, etc.)
- Design Trade Show Booths
- Design digital design pieces (web advertisements, new web pages, microsites, flash headers, etc.)
- Participate with Marketing Department in development of new marketing efforts
- Maintain, update and upgrade web site pages (design, code, implement)
- Implement, maintain and report on Omniture Analytics
- Perform SEO

Web & Graphic Designer

OK Manufacturing, Salt Lake City, Utah

November 2006 – August 2008

- Designed and built company websites for three unrelated divisions of the company
- Created and implemented original graphics for cabinet of new arcade games
- Designed product brochures, advertisements, flyers, show signage and business materials (business cards, letterhead, forms, etc.)
- Worked with clients such as Loreal, Disney and Nickelodeon to ensure proper color delivery of copyrighted artwork
- Designed scale 3D models of parts for fabrication overseas
- Built and used photography studio to photograph all products for web and print, including gumballs, furniture, claw machines, arcade pieces and much more
- Created e-mail campaigns with advertisements for mass distribution; designed graphics in Photoshop, laid out and coded the emails, managed distribution
- Managed search engine optimization; determined key phrases and took top three phrases from unranked to top five on Google, Yahoo and MSN through use of SEO tactics & analytics
- Managed Google and Yahoo Pay Per Click Campaigns
- Took internet sales from under \$2k/year to over 10k/month.

Marketing Director

Craft Supplies USA, Provo, Utah

March 2002 - November 2006

- Maintained and expanded company website
- Designed, built and implemented weekly email campaigns
- Designed weekly and monthly advertisements for web and print
- Shot and edited product photos for use in web and email ads

Portfolio

My online portfolio is available at www.greatwavedesign.com/portfolio.

References

Employment

Todd Christensen, Director of Marketing
QSI Corporation, Salt Lake City, UT
w: (801) 466-8770
email: todd.christensen@qsicorp.com

Jeff Ostler, President
OK Manufacturing, 2340 S 900 W, Salt Lake City, UT 84119
w: (801) 974-9116
email: ostlerjeff@yahoo.com

Ben Williams, General Manager
Craft Supplies USA, 1120 S 1240 E, Provo, UT 84606
w: (801) 373-0917
email: bwilliams@woodturnerscatalog.com

Contract Clients

Benjamin Roberts
Green River Capital, Salt Lake City, UT
w: (801) 487-3800
email: broberts@greenrivercap.com

Mike Mahoney
Bowl Maker, Inc., Orem, UT
w: (801) 319-4326
email: latheguy@aol.com