

Experience

Digital Production Designer
Novu, LLC., Minneapolis, MN

December 2013 to Present

- Works with Marketing and Member Experience to plan and execute high quality concepts into viable graphics and key assets. This includes creating multiple layouts of HTML emails, banners, info graphics, social media, sales materials and website templates that are timely and adhere to brand standards and are optimized for multiple digital platforms.

Web Management Specialist
GovDelivery Inc., Saint Paul, MN

April 2011 to September 2013

- Supported sales and marketing efforts through design, optimization, code and testing for websites, blogs, and campaigns. This also includes analyzing existing site, design, multimedia and overall functionality to make recommendations and plans for usability and design improvements. While keeping in front of emerging online channels and techniques; influence development of marketing digital strategies.

Freelance Web Designer/Developer
Soltok, Roseville, MN

September 2009 to February 2010

- Performed and managed high-level design and development for company site which included consulting with client on project needs.

Web Designer
Voyageur I.T., Saint Paul, MN

January 2005 to June 2009

- Performed and managed high-level design and development for several multi-national, multi-lingual, publicly traded companies as well as locally-owned and entrepreneurial small businesses. Helped grow client business through ongoing ideation, maintenance support, technical development, and exceptional customer service and team support attitude.

Production Assistant
Story Savers Inc., Saint Paul, MN

November 2003 to December 2004

- Produced and designed DVD Labels/Elements in self-directed environment, managing all aspects of client offerings: full-creation of end product, burning, creating labels, package assembly, photo restoration of all provided photos and negatives, and quality control of final product within requested timeline.

Contact
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Shani Nestingen 
Creative Web/Multimedia Designer
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Skills

- Skilled in designing, web user interfaces, online ads, and e-newsletters
- Tailoring usability for diverse user levels
- Adept at various phases of project lifecycle, including research and user requirements, testing, graphic user interface design, and development.
- Ability to keep up-to-date and abreast of what's going on in the Design Field
- Experienced in collaborating with a multi-disciplinary teams for user experience planning and development

Technical: MAC/PC, Microsoft Office, Salesforce,
Adobe CS6, Web Design, Photo Editing
HTML/HTML5, CSS/CSS3, JavaScript, Google Analytics,
Email Design, Eloqua, Exact Target, Constant Contact,
Video Editing, Final Cut Pro, Adobe Premiere, WordPress, CMS, Expression Engine

Education

Full Sail University Winter Park, FL
Master of Fine Arts Degree in Media Design **May 2011**

The Art Institutes International Minnesota, Minneapolis, MN
Bachelor of Science in Multimedia & Web Design **June 2003**

Accomplishments

- Optimized and updated Novu email marketing templates to render in multiple mail clients
- Updated GovDelivery US and UK site to incorporate responsive design standards and expand site usability to mobile devices.
- Lead designer and developer in total site redesign of GovDelivery Corporate site, which brought the site up to contemporary design standards.
- Over 8 years of experience as a full-time web designer/developer serving mid-market and Fortune accounts.
- Part of award-winning team, including: "Top 25 Web Design Company", The Minneapolis/St. Paul Business Journal and "Top 25 Web Development Firms", The Minneapolis/St. Paul Business Journal.
- Because of high-quality design and development work, our award-winning team experienced 19-28% revenue growth during consecutive years, since 2004.