

Mark Nizinski

Design Director | www.marknizinski.com | mnizinsk@gmail.com

Summary

Hands-on design leader who has worked at the intersection of digital and brand design for over 15 years. I thrive in fast-paced, collaborative environments and love to tackle big problems with multidisciplinary teams. I excel at uncovering user needs and pairing them with elegant, well-crafted solutions that address business objectives.

Experience

Rula

Associate Creative Director | April 2024 - Present

- Led the buildout and scaling of Rula's brand post-launch across organic social, paid marketing, lifecycle email, events and many additional channels
- Led Rula's internal creative studio, delivering end-to-end creative support for all teams across the organization
- Designed and implemented the creative intake and sprint process, streamlining cross-functional collaboration and request management
- Managed and mentored a team of 5 spanning full-time designers, contract operations managers and a robust freelance network
- Creative lead on Rula's first top-of-funnel brand campaign, driving a 7% nationwide lift in brand awareness

Kalderos

Senior Director, Brand Design | March 2022 - November 2023

Director of Design | June 2019 - March 2022

- Designed and built the end-to-end Kalderos brand experience after Series A funding in 2019
- Owner of everything public-facing for the brand including website design and build, brand guidelines, social media, thought leadership pieces, case studies, video, employer branding and internal resources and templates
- Led design on a product taxonomy branding project that resulted in a 700% increase in website traffic postlaunch
- Led design on a yearly annual report project that has resulted in over 1,500 PDF downloads, over 100 MQLs and over \$1 million in attributed revenue
- Mentored and guided the professional growth of a high-performing design team, established team rituals and facilitated weekly team meetings, offsites and design critiques for design team

IDEO

Senior Communication Designer | September 2017 - June 2019

- Led design efforts on large-scale digital, branding and innovation projects for global clients across the entire human-centered design process
- Participated in synthesis sessions, turning research output into insights, concepts and future visions for clients
- Responsible for leading design critiques, creative vision development, timeline planning, presentation development and presenting final concepts to clients

Salesforce

Senior UI Designer | December 2015 - September 2016

- Partnered with global companies to design and build transformational products and experiences utilizing a human-centered design approach
- Facilitated design thinking workshops, synthesizing the results into visionary strategies for clients
- Worked with the Salesforce Lightning design system to create elegant solutions in the Salesforce platform that addressed clients' business needs

IA Collaborative

Senior Designer | February 2012 - February 2015

- Partnered with multidisciplinary teams to solve large-scale problems for a diverse range of clients
- Participated and contributed to all stages of the human-centered design process, including ethnographic research, synthesis, insight creation, concepting and final design deliverables
- Developed brand strategy, brand identity design, service design blueprints, design systems, and product strategy for clients
- Planned and facilitated design thinking workshops

Twist Creative Inc.

Graphic Designer | January 2007 - December 2011

- Worked as lead designer on various branding campaigns, identity systems and collateral materials across a variety of clients including corporate, healthcare, retail and nonprofits
- Worked directly with clients and art directed photoshoots ranging from food photography to advertising portraits to product photography

Things I'm good at

Brand Design & Visual Identity, Digital Design, Product Design, Illustration, Brand Strategy, Creative Direction, Performance Marketing, Design Leadership, Design Thinking, Human-Centered Design, Mentorship, Team Management

Education

Kent State University

2004-2008

Bachelor of Fine Arts in Visual Communication Design