

# Jason Niemoth | Creative

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## Summary

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Visionary expert with over 15 years experience in new business branding, digital media and advertising, who can develop creative strategies and highly effective communication campaigns. Results-driven leader experienced in building, motivating and inspiring teams to deliver superb creative work even under tight deadlines.

## Professional Experience

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GoDaddy.com, Gilbert & Tempe, AZ

3/2007 to 6/2014

*Team Lead / Sr. Web Designer*

### **Team Lead – 2009 to 2014:**

Collaborated with, motivated and inspired a creative team of 20 specialists, including Graphic Designers, Website Developers, Writers and Project Managers who were responsible for developing informational/e-commerce websites for Small Business Customers in a fast paced environment. Mentored and offered constructive art direction to team members. Reported directly to the Vice President of Professional Website Design through daily huddles, team meetings and productivity reports. Recruited and professionally developed design team members.

- Improved individual productivity over 100% by developing and documenting group efficiencies, mentoring and monitoring individual performance.
- Involved in hiring over 50% of the 65+ person design team.
- Contributed to 20% annual growth in customer base, with team revenue reaching \$12M in 2013.
- Helped over 250,000 Small Business Customers launch an online presence.

### **Sr. Web Designer – 2007 to 2009:**

Hired to develop impactful web and logo solutions for their Small Business Customer segment. Accountable for concept, design and production of Custom sites using CSS within a template structure. Communicated effectively with Clients, while managing multiple ongoing projects at one time.

- Received high marks for excellent Customer satisfaction with minimal revisions.
- Exclusive contact for all Executive Level projects and custom logos, including several high-profile projects of former CEO Bob Parsons: GoAZ Motorcycles and his personal blog – bobparsons.me.

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Evolution Graphics + Design, Phoenix, AZ

2002 to Present

*Creative Director / Designer*

Launched a design firm that helps businesses of all sizes succeed online, providing the best solution for their needs in an honest, economical manner. Estimate, schedule and create all Client project, as well act as primary contact for customer relations. Projects include logos, identity design, website design and maintenance, brochure / collateral design, illustration and web hosting.

- Created many long-term relationships with Clients due to work ethic and product quality.
- Helped launch multiple start-ups with brilliant identities and an online presence.

## PetSmart, Phoenix, AZ

2003 to 2006

*Freelance Graphic Designer*

Worked directly with the Marketing Department's Creative Director, as well as Associate Art Director to produce effective in-store seasonal signage, permanent visual displays and promotional material campaigns.

- Participated in and provided Art Direction for multiple successful product photo shoots.
  - Individually designed a 200+ page Brand Standards manual that was distributed to all store managers, describing the proper use and display of current in-store signage.
  - Successfully designed logo identity for their in-store Advanced Nutrition program.
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## MoxiCreative, Scottsdale, AZ

2000 to 2002

*Sr. Graphic & Web Designer*

Worked directly with Creative Director and mentored a team of designers on the developing award winning marketing materials for a regional client base that includes custom home builders & developers and real estate brokers in a boutique design agency setting. Concepted and designed materials as advertisements, ID branding, brochures, CD business cards, selling kits, self-promo mailers and websites.

- Built a structured and creative work environment through development and implementation of high office standards and practices.
- Introduced digital media to the agency, which helped diversify product offering to their client base.

## Qualifications

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### Tools

Adobe Creative Suite: Photoshop, Illustrator, Dreamweaver, InDesign; MS Office: Word, Excel, PowerPoint, Lync;  
Complete knowledge of both Macintosh and PC platforms

### Languages

HTML5, CSS3, XHTML and some JavaScript & PHP

## Education

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### Bachelor of Fine Arts Degree

*American Academy of Art, Chicago, IL*