

# Nick Zeleznak

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## Software Skills

**Web Design** HTML, XHTML, CSS (W3C.org validated)  
· Layout that is straight forward yet bold, reflecting the modern online community  
· Accented by distinctive web elements with enticing surfaces and atmosphere  
· Code constructed for the widest browser recognition, while implementing standard SEO practices

**Adobe Photoshop** Expert understanding of toolset, photo manipulation / enhancing  
**Adobe Illustrator** Skillful with gradient mesh, poster design, logo design  
**Adobe Flash** Rich animations ported from After Effects, interactive items, some Action Script  
**Adobe After Effects / Dreamweaver / InDesign / Lightroom**  
**Microsoft Excel / PowerPoint / Outlook** **Apple Final Cut Pro / DVD Studio Pro**  
**Google Ad Words / Analytics** **Fluent in both Mac and PC**

## Work Experience

Freelance projects · 2006 to Present

### **Instinctive Marketing Solutions - Web Designer**

Leader of website production team, responsible for site wide design and graphics, formulation CSS table-less design, and utilization of Flash content. In Charge of photographing products, composing product logo, and preparing InDesign files for print. Implemented a PPC program with Google Ad Words.

### **Meridix - Designer**

Ongoing relationship as freelance designer. Consulted to assemble animated Flash banners, advertising mailer, event signage, HTML emails, and website graphics. Created official company logo.

### **Tellabs - Web Programmer**

Consulted in a corporate environment, assisting in a website's redesign. Operating in a HTML 5, CSS framework to revise and debug. Worked with the worldwide team to maintain global companion websites.

### **VHT - Image Specialist**

Built materials used for real estate marketing. Responsibilities included client communications, optimizing photographs, video presentations, developing 360° tours. Photoshop and in-house software utilized.

### **Barclay - Web Designer**

Designed and produced gallery website for Texas painter Robert Barclay.

### **Event Creative - Designer**

Worked in a fast-paced environment as a freelance designer producing custom video and print work. As a video designer, used Final Cut Pro and Adobe After Effects to produce motion graphics for events.

### **Alt News - Volunteer**

Assisted with special effects shots using Adobe After Effects and edited clips using Final Cut Pro.

## Education

Bachelor of Arts in Graphic Design - Minor in Advertising - Southern Illinois University  
Areas of Emphasis: typography, interactive design, pre-flight print materials, video, corporate identity