

Nick Fabian

Director, Strategic Thinker, Interactive Designer, Usability Architect

A seasoned hands-on creative and problem solver with over 9 years of experience — a passionate leader with a proven track record for translating complex ideas into slick, successful campaigns. Managed and motivated interdisciplinary teams within collaborative environments that are dedicated to creating digital experiences which truly move people. A passion for meaningful and purposeful digital UI/UX solutions work along side measurable strategic marketing goals for an authentic experience.

EXPERIENCE:

WOW!brands | Columbus, OH

Creative Director | 2014 - Current

- Responsible for the effective concept, design, presentation, execution, and production of all projects on accounts. Supervise and mentor the design and marketing teams while enhancing the attributes of the client/agency relationship through communications, collaboration and performance.
- Work directly with executive team to build project quotes, timelines, strategies, and scopes. Understand business goals and execution.
- Manage all aspects of the creative process from concept to completion including budgets, workflow, workload, and resource allocation.
- Understand and assist in development of action plans for all digital marketing strategies; paid ads, email campaigns, landing pages, social, and organic.
- Create high impact designs and direction for ideas and concepts related to marketing and advertising communications.
- Accountable for the execution and on-time delivery of high quality creative materials. Manage multiple projects on tight timelines.

Lead Creative | 2013 - 2014

Senior Designer | 2012 - 2013

SPX Corporation | Charlotte, NC

Lead UX Designer (Remote)

UI/UX Design, Graphic Design, Development | 2011 - 2012

- Worked directly with marketing and strategy to understand business objectives and define them through visual representation.

PJKi Studios | Columbus, OH

Senior Designer

Web/Graphic Design, Development | 2010 - 2011

Noreign Studios | Columbus, OH

Interactive Designer

Web/Graphic Design, Development | 2008 - 2010

Red Planet X | Columbus, OH

Graphic Designer / Marketing & Advertising Manager

Web/Graphic Design, Development | 2006 - 2008

RecessDesigns | Columbus, OH

Owner

UI/UX, Development, Strategic Marketing | 2006 - Current

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www.recessdesigns.com

EXPERIENCE:

UI/UX Design / Architecture

Best Usability & Conversion Practices

Graphic Design

Interactive Design

eCommerce

Mobile Applications

Paid Advertising / Email Campaigns

CSS / HTML / JQuery

Magento / Wordpress

Project Management

Resource Allocation / Team Building

Mentorship / Team Management

Client Communication

AWARDS:

10bestdesigns.com | Pet Rock eCommerce

Packaging Of The World | Pet Rock Packaging

CSS Design Awards.com | Honorable Mention

Foliostars.net | Honorable Mention

PageCrush.com | Honorable Mention

CSS Based.com | Honorable Mention

EDUCATION:

Arts & Communications | Interactive Multimedia

Columbus State Community College

Associate Degree | 2005 Graduate

* References available upon request

Creative without strategy is called 'art.' Creative with strategy is called 'advertising.' - Jef I. Richards