

NICK TRUSSALO

GRAPHIC DESIGN / WEB DEVELOPMENT

WORK

BLAIR | 2016 - CURRENT

(A DIVISION OF BLST OPERATING COMPANY, LLC)

WEB DEVELOPER & DESIGNER | WARREN, PA

(SERVING AS A LINK BETWEEN CREATIVE & E-COMM DEPARTMENTS)

» E-COMM DEPARTMENT

- Maintain & write responsive code for 2 websites utilizing HTML, CSS & Bootstrap:
 - > www.blair.com
 - > www.oldpueblotraders.com
- Utilize Houston (CMS) to schedule content & promotion banners.
- Setup links and internal link tracking utilizing "icid="
- Ensure sites are ADA compliant.
- Utilize Monetate to create A/B Tests.
- Keep website information (FAQs, Credit, Checkout, etc.) up-to-date with compliance regulations.

» CREATIVE DEPARTMENT

- Design homepage & feature pages weekly.
- Design banners for affiliates including Criteo & LinkShare.
- Design social media assets for Facebook, Google & Pinterest.
- Create wireframe design concepts & templates for web.
- Ensure design remains consistent between catalog & web.

FREELANCE

NICK T. DESIGNS | 2014 - CURRENT

OWNER • DESIGNER • DEVELOPER | JAMESTOWN, NY

- » Independent business designing & developing websites utilizing WordPress.
- » Designing social media, print advertisements & marketing materials for businesses.

JAMESTOWN GAZETTE | 2013 - CURRENT

(INDEPENDENT CONTRACTOR)

GRAPHIC & LAYOUT DESIGNER | JAMESTOWN, NY

- » Layout 16-32 page newspaper weekly.
- » Design advertisements.

SKILLS

TECHNICAL

- » WORDPRESS
- » HTML
- » CSS
- » BOOTSTRAP
- » MONETATE
- » ADOBE CC:
 - PHOTOSHOP
 - ILLUSTRATOR
 - INDESIGN
 - DREAMWEAVER

SPECIAL

- » CONTENT MANAGEMENT
- » SOCIAL MEDIA DESIGN
- » LAYOUT DESIGN
- » VECTOR ART DESIGN
- » ADVERTISEMENT DESIGN
- » LOGO DESIGN
- » WEB DESIGN
- » VISUAL COMMUNICATION
- » VERBAL COMMUNICATION

EDUCATION

KENT STATE UNIVERSITY | FALL 2007 - SPRING 2011

COMPUTER DESIGN & ENGINEERING TECH | KENT, OH

- » Bachelor of Science
- » Associate of Applied Science
- » Major GPA: 3.99 | Cumulative GPA: 3.79

REFERENCES

TIFFANY WHITE | CREATIVE MANAGER @ BLAIR

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DARREN SCHOTT | DIRECTOR, ONLINE BRAND MARKETING @ BLAIR


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DIONI GOMEZ | TECHICAL DIRECTOR @ SIRIUSXM

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 JAMESTOWN, NY