

Bill Nyman

Yardley, PA 19067 • (445) 293-1175 • bill@billnymancreative.com
Portfolio: <https://billnymancreative.com>

SUMMARY

Highly innovative and creative Graphic Designer with proven accomplishments and expertise leading and supporting creative design and graphic production initiatives within multiple industries.

Specializing in Creative Design, Graphic Production and Photography for Pharma, Healthcare, Life Science, Medical Device, Clinical, Manufacturing, and Service-Related Companies.

SKILLS

Adobe Creative Suite, Adobe InDesign, Adobe Illustrator, Adobe Photoshop, Adobe Acrobat, Adobe Premiere, Adobe Lightroom, Adobe XD, Canva, Capture 1 Pro, Figma, Google Suite, Google Docs, Google Slides, Microsoft Word, Outlook, PowerPoint, Pre-press, Production, ProofHQ, Suitcase, WordPress with Elementor, Workfront, ZiFlow

PROFESSIONAL EXPERIENCE

Senior Graphic Designer – Salvona Inc., Hamilton, NJ. (Jan 2023 - Feb 2024)

- Chemical manufacturer of skin and hair care products
- Created data focused presentations using Google Pages including charts, graphs, and whitepapers.
- Used Illustrator and Canva to create graphics for social media channels (LinkedIn, Facebook, Instagram), public relations campaigns, and marketing sales collateral
- Used Adobe Premiere, and Canva to develop produce, technical videos, webinar content, and trade show graphics to effectively communicate complex information and drive audience engagement
- Integrated print and digital marketing efforts to create a cohesive brand experience across multiple channels
- Designed product catalogs, documents, and labels/packaging using InDesign and Illustrator, while executing comprehensive branding strategies in conjunction with various marketing initiatives
- Utilized Smartsheet for project and time management and to automate work processes
- Skills: Adobe Creative Suite, Canva, SmartSheet, G-Suite (Google Docs, Google Slides), Time Management

Senior Studio Production Artist - RevHealth, Morristown, NJ. (April 2022 - July 2022/Contract)

- Pharma and healthcare advertising agency
- Used Adobe Creative Suite to Implement impactful visual content strategies for pharmaceutical, medical devices, and healthcare campaigns, enhancing brand awareness and engagement
- Managed and executed design projects from concept to final concept, ensuring high-quality output and adherence to strict deadlines
- Utilizing industry-standard software and tools to create compelling visual content for various media
- Optimizing workflows and maintaining stringent quality control standards for campaign strategies
- Created and edited Microsoft PowerPoint projects for major pharma presentations to physicians
- Skills: Adobe Creative Suite, Word, PowerPoint, Adobe XD and Proof-HQ project management software

Senior Graphic Designer - MJH Life Sciences, Cranbury, NJ. (October 2021 - April 2022/Contract)

- Medical publisher, seminar and webinar event organizer for physician education
- Crafted cohesive brand identities that resonated with stakeholders and customers
- Integrated print and digital marketing efforts to create a cohesive brand experience across multiple channels
- Developed a wide range of materials, including webcasts, workbooks, slide presentations, brochures, direct mail, web and social media banners, and email headers, supporting comprehensive marketing campaigns
- Created social media campaigns that related to their physician workshops
- Designed logos in Adobe Illustrator, brand guidelines, and visual assets to ensure consistent branding across all platforms
- Created design, layout, production and advanced pre-press processes, ensuring quality in all outputs
- Created custom technical illustrations and infographics that simplified complex concepts for educational materials
- Skills: Adobe Creative Suite: InDesign for layout design and Adobe Acrobat Pro for project revisions and alterations

Senior Graphic Designer - Medtronic, Northridge, CA. (April 2021 - October 2021/Contract)

- Medical device manufacturer, diabetes division
- Implemented user-centric designs to improve the usability and experience of medical devices for customers
- Designed and creative IFUs (instructions for use) for product inclusion. Had to allow for space allotment for multiple language translations in document and element positioning
- Maintained detailed documentation of design processes, decisions, and revisions for future reference and compliance audits
- Developed and maintained design systems to ensure consistency across all product materials and documentation
- Skills: Adobe Creative Suite, including InDesign for design and layout, and Illustrator for detailed charts and graphs

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Graphic Design Specialist - MJH Life Sciences, Cranbury, NJ. (February 2021 - April 2021/Contract)

- Medical publisher, seminar and webinar event organizer for physician education
- Developed educational webinar workbooks and instructional materials for facilitators
- Created slide presentations, brochures, and direct mail materials to support marketing initiatives
- Expertise in selecting and applying appropriate fonts and type treatments to enhance design projects
- Designed web and social media banners to ensure cohesive branding across all digital platforms
- Created web assets designed to relate to all physician workshop graphics and promotion materials
- Implemented quality control measures to ensure that all printed and digital materials met the highest standards of accuracy and professionalism and strong attention to details
- Skills: Adobe Creative Suite, including InDesign, Illustrator, Adobe XD and Photoshop for image manipulation

Graphic Designer - Edmund Optics, Barrington, NJ. (June 2020 - December 2020/Contract)

- Specialized in designing marketing materials for advanced applications such as cameras, telescopes, and industrial equipment, emphasizing precision and quality
- Designed detailed charts, tables, and graphs using Illustrator to present complex technical data in an easily digestible format for customers and stakeholders
- Developed a variety of multipage documents, including brochures, product guides, and technical manuals, to effectively promote and explain high-end products
- Included detailed charts, tables, and graphs done in Illustrator to present complex data in a clear and accessible manner
- Integrated well-researched literature, white papers, and technical documentation into the catalog, providing readers with in-depth knowledge and insights on optical lenses
- Ensured the catalog was both visually appealing and informative, adding value for stakeholders and customers
- Skills: Expertise in using InDesign – paragraph, character and object style definition and Illustrator for charts and graphs

Graphic Design Specialist - Integra Life Sciences, Plainsboro, NJ. (July 2018 - February 2019)

- Medical device manufacturer (surgical and dental instruments)
- Designing marketing and instructional materials compliant with industry standards and regulations, particularly in the medical device sector, to enhance credibility and customer confidence
- Created product brochures and literature in InDesign for Integra and its divisions, including MicroFrance and Codman Products with strong attention to detail
- Directed and edited high-quality product photography sessions, focusing on the intricate details of surgical and dental instruments to highlight their precision and quality
- Contributed to the development and refinement of brand guidelines for Integra, ensuring a cohesive brand identity across all communication channels
- Applied expertise in creative design, advanced production, graphic pre-press,
- Created and edited surgical product photography to create engaging materials showcasing Integra's product range
- Skills: Adobe Creative Suite: InDesign, Illustrator, Photoshop and Workfront project management software

Art Director - Nyman Nouri Assoc. Inc., Yardley, PA. (January 1990 – Present)

- Managing client accounts, ensuring satisfaction, and translating client needs into actionable design strategies
- Overseeing projects from conception to final production, ensuring timely delivery and budget adherence
- Leading brainstorming sessions, developing creative concepts, and providing artistic direction to ensure brand consistency
- Conducting competitive analysis and staying updated with design and advertising trends to inform creative decisions
- Mentoring junior design employees, fostering a collaborative work environment, coordinating with cross-functional teams
- Creating visually appealing graphics for social media platforms, ensuring they align with overall brand aesthetics
- Directing and editing video content for promotional and advertising purposes
- Liaising with printers, photographers, and other vendors to ensure quality and timely delivery of materials
- Crafting visually compelling presentations for client pitches and internal reviews
- Writing compelling copy for advertising materials, including taglines, headlines, and body text
- Creating cohesive visual identities for physical spaces, such as retail displays and office branding
- Allocating resources efficiently, managing budgets for creative projects, and ensuring cost-effectiveness
- Providing training and guidance to clients on effective design and branding practices
- **Designing:** Logo/brand design, collateral literature, brochures, poster design, trade advertisements, direct mail, annual reports, trade show panels, label and packaging design
- **Production:** Advanced production, pre-press prep, color correction, high-res scanning, large format digital printing and press checks
- **Photography:** Studio and location pro photography, photo retouching and enhancement with Photoshop and Capture 1 Pro
- Skills: Adobe Creative Suite for layout and production. Illustrator for logo, chart and technical design, time management

NNA Clients Included:

Healthcare

GlaxoSmithKline Pharmaceuticals, Teva Pharmaceuticals, Global Pharmaceuticals, Impax Laboratories, Kenetwork Communications Agency, McCann Health Ad Agency

Manufacturing

Lenox, Technical Products, B+G Manufacturing, Boise Cascade, Arlon Electronics, Crain Foam, Church and Dwight, Armand Products Company

Awards

Various awards and Honors from The Art Directors Club of New Jersey and IABC (International Association of Business Communicators)

EDUCATION

Master of Fine Arts

Graphic Design / Photography - Long Island University, NY

Bachelor of Fine Arts

Graphic Design / Photography - Long Island University, NY

INTERESTS

Fine Art Photography

- Landscape, and macro photography
- Black and white film imaging
- Master b/w darkroom printer
- Photoshop expert

Continuing Education and Professional Development

- LinkedIn Learning Software
- Bucks County Community College

Travel

Jazz Appreciation

Volunteer

- The Society of the Sacred Pixel
A volunteer organization of professional designers meeting online offering career advice to groups of new and advancing graphic designers