

## Expert Web Designer



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### SUMMARY

Expert Web Designer with 10+ years of experience in managing multiple website and web application design projects. Exceptional at developing creative and effective UX/UI designs and digital marketing campaigns. Proven track record of success with SMBs increasing customer retention and providing measurable ROI.

### CERTIFICATIONS

MCP 2005

MCSE 2005

### SKILLS

HTML5, CSS3, JavaScript, JQuery, UX/UI, PHP  
Adobe Creative Suite, InVision, Figma, Canva  
SEO, SEM, Digital Marketing  
WordPress, Shopify

### CORE COMPETENCIES

Project Management, Artistic Ability, Analytical Skills, Problem Solving, Creative Thinking, Attention To Detail, Communication, Marketing

### HOBBIES

Travel, Martial Arts, Photography, Festivals

# NATHAN TUMULTY

## PROFESSIONAL EXPERIENCE

### Freelance Digital Designer

2018 - Present

*Viridis Technologies / Chicago, IL*

Creative agency that provides bespoke web design and development services to a broad range of industries. Manage small and medium-sized business' digital assets including brand development, web presence and social media.

- Designed and managed digital campaign for cannabis vaporizer company on Groupon and ASOTV that sold over 3500 units in the first day of launch, becoming leading revenue driver for company
- Redesigned brand and launched responsive, mobile-first website for Private Label Designs that increased sales by 600%
- Managing publicly-traded jeweler's marketing campaign including newly designed and optimized e-commerce site built on WordPress and WooCommerce
- Spearheading digital marketing campaign for upcoming civil rights documentary developing multiple websites and social media campaigns
- Launched newly designed corporate website featuring print, web and video works from the past 5 years with over 100 client projects represented

### Creative Director

2020-2021

*Urgent Medical Supply - Chicago, IL*

Personal Protection Equipment company that provided a secure supply chain for high quality PPE (Personal Protection Equipment) during the pandemic for schools, hospitals and businesses.

- Designed, built and coded all company's digital assets including corporate logo/branding, all email/social media campaigns
- Built corporate website on WordPress and WooCommerce that generated over \$3 million in revenue
- Managed cross-marketing campaign with Pantheon Industries that included the buildout of a micro-site as well as multiple email and social media campaigns, increasing user engagements by 22%

### Lead Digital Designer

2015 - 2019

*Noble Partners - Chicago, IL*

Vertically-integrated hemp-derived CBD enterprise that provided national and international clients with hemp processing, distribution, private labeling and product development.

- Designed online marketing for multiple product lines including transdermal patches, tinctures and sublingual tablets creating digital flyers, microsites and email campaigns with measurable ROI
- Responsible for building marketing campaign that included digital and print creative assets helping to generate \$5 million in purchase orders for CBD clones, cartridges and tablets
- Delivered wireframing and prototype of website for publicly-traded company decreasing pageload times by 32%