



NATHAN MOTSINGER

nmotsinger.com
nathanmotsinger@gmail.com
509.979.7249
Seattle, WA

SKILLS

Graphics

Figma
XD
Photoshop
Illustrator
InDesign
Lightroom

Web

Responsive Design
HTML & CSS
Zeplin
Dreamweaver
Content Management Systems

Video

Premiere Pro
DaVinci Resolve
Final Cut Pro
After Effects

Collaboration

Leadership
Teamwork
Self-Motivated
Detail-Oriented
Communicative

StrengthsQuest Top 5 Strengths

Empathy • Developer • Positivity
Responsibility • Discipline

COMMUNITY INVOLVEMENT

CrossFit Level 2 Trainer / Foundation Gym
NOVEMBER 2015 - PRESENT, SEATTLE

- Provide coaching and training to clients
- Facilitate performance towards planned goals and a healthier lifestyle
- Write and implement class-based programming

AWARDS

Grand Slam (BDA)
Peer nomination for exemplary work, 2018

Circle of Excellence Nominee (BDA)
Peer nomination, top 10% of the company, 2015, 2016, 2018

W3 Gold Winner
Best Website Homepage - BDAinc.com, 2017

Stevie® Bronze Winner
Best Website Homepage - BDAinc.com, 2017

EDUCATION

B.A. in Digital Design
Minor in Computer Science

Seattle University
AUGUST 2009 - JUNE 2013, SEATTLE
MAGNA CUM LAUDE

WORK EXPERIENCE

BDA, LLC / NOVEMBER 2013 - JULY 2021, WOODINVILLE

Lead Web Designer / MAY 2019 - JULY 2021

- Designed industry-leading, responsive eCommerce websites and created collateral for websites, landing pages, web banners, and marketing emails
- Led the Web Design team by managing workloads, advocating for team members, training new employees, and collaborating between the team and the rest of the company
- Researched and implemented the latest web design trends, including eCommerce, email, UX, and UI to enhance usability and site traffic
- Created email marketing campaigns for 20+ clients that converted over \$5MM in sales in 2020
- Initiated a restructure of BDA's internal website platform to more easily accommodate updated functionality and decrease development costs by 40% in collaboration with the Dev team
- Utilized product photography to create realistic renders for website and email marketing materials
- Studied and designed within brand guidelines for 60+ Fortune 500 companies
- Coordinated projects from start to finish in conjunction with Account teams to the satisfaction of the client
- Developed and sent internal marketing emails using HTML & CSS
- Assumed additional job duties to support the Design team workload, including graphic design projects, video production, and photo editing
- Exhibited high levels of customer service and professionalism to ensure smooth operations and client satisfaction

Web Designer II / MAY 2016 - MAY 2019

- Designed and created assets for websites, banners, landing pages, and email marketing efforts
- Initiated new processes to reduce website redlining timelines by 50%
- Edited product photographs for use in websites and email marketing
- Studied and designed within specified client brand guidelines
- Handled multiple responsibilities and prioritized effectively
- Coordinated programs at all stages to exceed Project Manager expectations
- Exhibited high levels of customer service and professionalism to ensure smooth operations and customer satisfaction

Web Designer I / NOVEMBER 2013 - MAY 2016

- Created web design collateral for BDA and its clients, ranging from webpage layout to website banners
- Worked closely with the web design team to ensure overall creative vision and standards are consistent with the goals of BDA
- Handled multiple responsibilities, prioritized effectively, and ensured execution of all phases of design projects to completion and within budget

Marketing Product Manager Intern / TreDigital

MARCH 2013 - NOVEMBER 2013, BELLEVUE

- Created, designed, and produced marketing collateral including promotional videos, training videos, and guides
- Designed and delivered live training and produced recorded demos
- Self-managed projects and communicated timelines effectively with clients and management while working remotely

Marketing Manager / Seattle University Recreation

SEPTEMBER 2012 - JULY 2013, SEATTLE

- Designed collateral for and managed Seattle University's *University Recreation* website, Facebook page, and Twitter account
- Coordinated and collaborated with University Recreation Pro Staff to complete projects efficiently
- Assisted in creating print-based designs