

# DESIGNER + PROBLEM SOLVER

**NICK  
MASCHINSKI**

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**www.maschinski.com**

## **LEADERSHIP EXPERIENCE**

### **AIGA CHICAGO**

Interactive Chair // 07.15 – Present

- » Liaise with the interactive community and provide expertise in how to best reach and serve this audience
  - » Assist individual board members and event chairs when publishing content to the website
  - » Support the chapter's evolution from a largely print-based design organization to a multidisciplinary and diverse organization
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## **PROFESSIONAL EXPERIENCE**

### **gravitytank, inc.**

Interaction Design Lead // 12.15 – Present

- » Work with clients to define business objectives and execute user-centric programs that meet the established design criteria and business goals
- » Lead multi-disciplinary team delivering user insight driven solutions that are on time, on budget and on value
- » Plan and facilitate client workshops to generate concepts and prototypes aligned to a strategic direction and immersed in research and insights
- » Serve as subject matter expert in interactive and interaction settings where a deep level of knowledge is necessary to scope projects accurately or understand technical feasibility

### **gravitytank, inc.**

Interaction Designer // 02.13 – 12.15

- » Implemented new and innovative user experience methods to provide clarity around an opportunity area
- » Designed and developed prototypes that allow the team to gather user feedback and shape final interaction based deliverables

### **Braintree Design, LLC**

Owner // 04.11 – 12.14

- » Ran a freelance small business where I produced all print, identity, packaging, web design and web applications as well as covered new client acquisition and ongoing client relations

### **s2 Financial Marketing**

Digital Designer // 12.11 – 02.13

- » Performed the lead role in concepting, strategy and wireframing, designing, functionality testing and oversight of implementation of websites, banner ad campaigns, microsites, emails, web applications and mobile content, under direction of the CD and ECD
- » Created and maintained all necessary documentation (e.g., sketches, wireframes, personas, site maps, annotated templates, content matrices) to guide design and development efforts, and support user-centric design thinking

**EARLY  
CAREER**

**Mix Media Solutions LLC**  
Art Director // 06.10 – 03.11

- » Directed and executed all phases of digital work from concept through production
- » Generated creative ideas that help define and solve communication objectives including direct mail, logos, invitations, brochures, signage, advertising and websites
- » Conducted client meetings ranging from initial discovery to final presentation of concepts and materials

**Boost Marketing, LLC**

Graphic Designer + Art Director // 07.05 – 06.10

- » Designed and produced complex marketing materials including brochures, catalogs, promotional materials, logos, advertisements, exhibit booth graphics and websites
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**STARTUP  
EXPERIENCE**

**TextNinja**

Chief Design Officer // 01.14 – Present

**Dresscodeabe**

Lead Designer // 06.11 – 02.16

**Chitown Deals**

Designer // 01.09 – 06.10

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**AWARDS**

**EAT School Lunch UX Challenge - Large Organization Recognition Award**

U.S. Department of Agriculture's (USDA) // 03.16

Along with a small team at gravitytank we won the Large Organization Recognition Award for the EAT School Lunch UX Challenge. The contest was centered around creating a model electronic application for the National School Lunch Program, helping millions of American students access school meals.

**Records for Life Contest - Grand Prize Winner**

Bill and Melinda Gates Foundation // 02.14

Along with a small team at gravitytank we won the Records for Life Contest centered around creating a more effective child immunization record for countries in the developing world. The records are currently being piloted in multiple countries during ongoing engagements with the Bill and Melinda Gates Foundation.

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**EDUCATION**

**Bachelors of Fine Arts in Graphic Design**

University of Illinois at Urbana-Champaign // 05.05

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**ORGANIZATIONS**

- » AIGA, Chicago Chapter
  - » Society of Typographic Arts - Chicago
  - » Boy Scouts of America
  - » American Homebrewers Association
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**SKILLS**

- » Adobe Creative Cloud Suite
- » HTML5 // CSS3 // CMS (Wordpress)
- » InVision + Marvel
- » Apple Keynote and Microsoft PowerPoint
- » Letterpress + Screen Printing
- » Post-its + Sharpie Markers