

# Mark Nikolewski

“I’m a visual designer with extensive experience in web design, marketing, social, and branding. I love learning new things and sharing what I’ve learned. I see the role of designer as a privilege and responsibility. I love a challenge and feel most alive when I’m turning an insight into an experience. I thrive in an environment where my teammates are excited about making things and care deeply about how they are made.”

## Experience

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### Freelance

January 2022—Present

- Clients include: Bose (CES 2023) and re-branding for Validity, Spintech and Oomnitza (currently under development)

### Boathouse: Director of Digital Design

May 2008—January 2022

- Clients included: Cushman Wakefield, Chobani, Bose, Mass General Brigham, WBUR, and MBTA
- Helped increase agency digital revenue share from 1% to over 50% in just 6 years
- UX/UI design, social strategy, and community management for an in-house charity site to help families on the verge of homelessness. It raised over \$1.7MM (half of which was generated by micro-donations through social platforms) and received international attention
- Grew skill set beyond digital to include identity, print, and broadcast. Came to be the agency’s “go-to” design thinker regardless of medium
- Concepted digital, print, television, and social campaigns and regularly presented to large groups of clients including boards of directors, CEO s and CMOs

### Hill Holliday: SVP Creative Director, Interactive

September 2006—May 2008

- Clients included: Liberty Mutual, CVS, Rockport, Bank of America, Mass Lottery, Novartis, Museum of Fine Arts Boston
- Co-led nearly 5x increase in department revenue in one year (\$1.2mm to 5.0mm+)
- Contributed to general new business wins including: Novartis (\$90mm) Rockport (\$2mm) Toys-r-Us (\$30mm) and Chili’s (\$150mm)
- Initiated best-practice standards policy for front-end development (e.g. W3C compliance)
- Co-directed The Responsibility Project.com; a \$400mm branded entertainment initiative for Liberty Mutual

### Cramer-Krasselt: Digital Design Director

January 2003—August 2006

- Clients included: Airtran Airways, Corona, Careerbuilder, Comcast, Heinz, Hyatt, Master Lock, Yellowtail
- Supervised the redesign and maintenance of airtran.com with online sales of over \$700mm annually
- Directed online advertising campaigns that consistently outperformed the industry average
- Presented creative case study at Yahoo Creative Summit
- Designed the most successful viral website in history

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## Education

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### University of Texas at Austin: 1991-95

President’s Award for the Outstanding Student in the College of Fine Arts

### Skowhegan Residency: 1993

Studied with John Baldessari, Kiki Smith and others

### Edward Tufte Seminar: 2018

“Analyzing /Presenting Data/Information”

### Masterclass in Data Visualization: 2021

With Andy Kirk

## Technical Proficiency

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Adobe After Effects	●●●○
Adobe Illustrator	●●●●
Adobe InDesign	●●●●
Adobe Lightroom	●●●○
Adobe Photoshop	●●●●
Adobe Premiere	●●●○
Adobe XD	●●●○
Adobe Dreamweaver	●●●○
Figma	●●●○
HTML, CSS	●●●○
Microsoft Excel	●●●○
Microsoft PowerPoint	●●●○
Microsoft Word	●●●○
Squarespace	●●●●
Webflow	●●●○
Whimsical	●●●○

●○○○ Fundamental Awareness (basic knowledge)  
●●○○ Novice (limited experience)  
●●●○ Intermediate (practical application)  
●●●● Advanced (applied theory)

## Recognition

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Projects featured in New York Times, Wall Street Journal, AdAge, Boston Globe, Chicago Tribune, UX Collective, The Guardian and more. Awards include Cannes Cyberlion Shortlist, Webby Awards as well as several Web Awards