



FULL-STACK DESIGNER

(845) 380-6785
dave@davenieves.com
www.davenieves.com

Skills

Website Design | Graphic Design | Branding
UX/UI | Logo Creation | Print Advertising
Digital Marketing | Social Media Marketing
Direct Mail | CMS | Email Marketing | Adwords

Software

Mac OS | Windows | Adobe Creative Suite
InDesign | Photoshop | Illustrator | XD
Wordpress | Keynote | LightRoom | Premier
PowerPoint | HTML | CSS | Acrobat | Office

Research

Low to High Fidelity Prototyping | Wireframing
Storyboarding | User Personas | User Flows

Publications

AdAge : March 19, 2018 | March for our Lives
AdAge.com | "The Brief"

Certifications

Certified by The Gay Wedding Institute for
inclusivity within the workplace, sales, & marketing

Bē behance.net/davec44a

in linkedin.com/in/davidnieves

Instagram instagram.com/davenieves522

EXPERIENCE

BONURA HOSPITALITY GROUP

Creative Director

2014 - Present · bonurahospitality.com

I develop graphics, website creation, digital media, social networks, and print needs for all companies within the organization. I maintain our websites, develop and produce advertising campaigns, assist in training staff & sales team, manage all social media accounts, as well as design, mock-up and print all marketing materials and collateral. During my time I have increased the amount of leads and sales, boosted website traffic, and retained our clients via email marketing and social media.

DAVE NIEVES DESIGNS

Freelance Graphic & Website Design

2014 - Present · davenieves.com

I operate a freelance graphic and website design company focusing on affordable solutions for small businesses.

I currently maintain 31 active clients where work ranges from corporate branding, website design and maintenance, advertisements, photography, videography, social media, SEO, and more.

MOMENTUM ADVERTISING & DESIGN

Lead Designer & Director of Web Development

2007 - 2013 · momentumadvertising.com

My role as the lead designer allowed me to work with our team and directly with clients. I developed print and digital advertising campaigns, managed multiple social media accounts, and monitored website traffic to measure campaign performance. My position included supervising other designers while keeping up with the latest trends and standards within the industry along with training design interns and employees.

EDUCATION

ROCHESTER INSTITUTE OF TECHNOLOGY

Bachelor of Fine Arts

School of Design

College of Imaging Arts and Sciences

DUTCHESS COMMUNITY COLLEGE

Associates Degree

Commercial Arts