

# CURRICULUM VITAE

## NICK VITHALDAS

### PERSONAL PROFILE

I have been an artist ever since I was drawing fonts and seeing it fit in a single line of text on a white page, I was 10 yrs old. In the 15 years as a designer, I have gained excellent knowledge in all areas of design, the computer and the Internet. I am very passionate about the industry that I am involved in, and I am proud to be considered as someone who has a unique eye in the way that I can visualize and execute.

One of my many traits is fluidity. I can fit in many different realms of designs, from web, UI, branding, print, motion or multimedia to name a few. My ability to be fluid, can be seen in the way I adapt with developers or engineers where the work can grow into a piece of art.

My goal is to bring a sense of clarity and beauty through my work in any applicable media.

### CAREER HISTORY

#### *Liotis design* — 2006 to present

##### Freelance Visual Designer

I launched my own brand Liotis design LLC. in 2006 when I decided to take the freelance route. My roles were extremely broad, ranging from creative, technical, management, client contact, proposal writing and hiring teams of developers to handle the back-end development. I have since proven myself to be an all rounder, but with a passion and flair for creativity and design.

#### *Orasun, Inc. in San Diego, CA* — 2008 to 2009

##### Lead Visual Designer

I joined forces with Orasun Inc., which was in its infancy. I helped build, and lead the Creative department. My fluidity came into play as my roles extended beyond the realms of design and into meshing with the developers. My skills were applied towards web User Interfaces and E-Commerce web sites. While creating great brands with my team of designers, the developers brought them to life.

Our client list grew rapidly among which were fortune 500 companies such as Bumble Bee Foods, L3 communications and Western Union.

#### *ViaOne Technologies, Inc. in New York, NY* — 1999 to 2006

##### Senior Graphic Designer

The web was still considered a toddler when I came on board with the ViaOne team who had morphed from two different companies namely Urbanwireless and Mobile123. The seven years with ViaOne marks my dent in the design industry. My skills grew exponentially.

My tasks were very broad here as well, I quickly learned that I was cut for juggling multiple tasks at once. A few responsibilities were directing photo shoots for product placements, developing sub brands and creating web portals for companies such as Verizon Wireless, Boost Mobile and Prepay Point. I came up with new ways to make products marketable. I executed both CTIA and CES tradeshow booth designs, which helped me carve deeper into technology, especially the mobile industry. As one of my pillar achievements at ViaOne I helped them launch an international brand for a mobile application, which required a year of planning, strategizing, research and development. I thrive on making it work!.

## CAREER HISTORY – Continued

### *Transaction Information System in New York, NY — 1999*

#### Interactive Designer

Although a brief moment in my career, working at TIS was simply amazing as I gained so much from being part of a very bigger team whereby everything was delegated in such a way that it was seamless. I had a set task and it required me to design and develop web media advertisements with the use of Flash, Html and JavaScript. I executed layouts, storyboarded my ideas into animation for kiosks and mobile applications. Being considered at the most talented person in the department I used to have the developers follow my layouts as opposed to the other way around.

### *Clarke Thompson in New York, NY — 1997 to 1999*

#### Junior Graphic Designer

This was my first job after graduation with a web and print agency with more emphasis on print. As a junior graphic designer, I learned quickly how to make my mark I clearly remember my first piece that was published in the Sunday New York Times. It was like a dream come true. I used my illustration, drawing and photo-retouching skills towards a kids encyclopedia project published in 1999. I was responsible for executing branding projects, brochure designs, collaterals, web design and coding and web banner ads.

### *Hoashi Communication in New York, NY — 1996*

#### Summer Intern

I first learned HTML, and Gif animation at Hoashi Communication. Mr. Hoashi himself hired me over the summer, as he was my branding and development teacher in my last year of college. I helped in the design of an ongoing talk show website, that was executed with text, GIF animations, and illustration.

### *Acorn Group in New York, NY — 1994*

#### Winter Intern

My love for typography lead me to this internship where all I did for 3 months were to lay down type for large court displays utilizing Helvetica press type fonts. My ability to track, kern and line space fonts allowed me to excel very quickly in this position.

## EDUCATION

### *School of Visual Arts in New York, NY — 1993 to 1997*

#### BFA Graphic Design

### *Metropolitan Museum of Arts in New York, NY — 1993*

#### Excellence in Draftsmanship Award

### *Washington Irving in New York, NY — 1991 to 1993*

#### High School Diploma

## DESIGN QUALITIES

Thorough, meticulous and clean  
Fast and able to work under pressure  
Capable of executing a wide range of styles  
Ability to stick to the creative brief and other guidelines  
Excellent knowledge of design and typography

## SOFTWARE PROFICIENCY

I have extensive knowledge of many software applications. Listed are those, which I use on a regular basis:

### *Adobe Photoshop*

I have been using Photoshop extensively since 1996 and consider myself to be an expert user. I use Photoshop for creating layouts for most of my designs as well as retouching and manipulating photos.

### *Adobe Dreamweaver*

I've used a range of HTML authoring software but Dreamweaver has been my choice for 7 years. When necessary I can also hardcode.

### *Adobe Illustrator*

Although I am more comfortable with pixels rather than vectors, I have had plenty of experience creating layouts, illustrating and designing with this applications.

### *Adobe InDesign*

This is my preferred application when it comes to laying out multiple page documents, though I have some knowledge using Quark Express too.

### *Adobe Flash*

I have created diverse projects in Flash including websites, galleries, and banner advertisements.

## TECHNOLOGICAL PROWESS

I have a very good knowledge and understanding of the following technologies:

*HTML, CSS, and JavaScript*

I have a very basic knowledge and understanding of the following technologies:

*Asp.Net and PHP*

Thanks for taking the time to look over my curriculum vitae. Please visit my portfolio at:  
[www.liotis.com](http://www.liotis.com)

I look forward to hearing from you soon.

**Nick Vithaldas**

nick@liotis.com  
917.365.2585