



# PRAK NISARAT

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## EXPERIENCE & ACCOMPLISHMENTS

### CREATIVE MANAGER, University of Washington June 2015 – present

Responsible for project management, UX/UI design, marketing, advertising, and branding of UW's College of Education.

#### Accomplishments:

- Conducted UX research, redesigned and launched mobile web application resulting in 3x user growth.
- Created branding and product design for UW eLearning courses that helped win a \$2M grant from the federal government to expand the program. Those courses have since been adopted by more than 19 other institutions.
- Created and executed marketing plan for Haring Center fundraising that resulted in tickets selling out two days after launch and more than \$700K raised at the auction.

### LEAD DESIGNER, Roosevelt University Feb 2002 – Sept 2011

Responsible for graphic and web design, marketing campaign design, and social media marketing.

#### Accomplishments:

- Created marketing campaigns that resulted in 10% increase in multi-year enrollments vs. industry average of 1%.
- Designed advancement campaign that brought increased pledges from businesses and alumni by 35%.
- Grew Facebook fans from 400 to 6,000 within a year by integrated social media as part of the campaign and used the platforms as conversation and communication tools.
- Conducted market research for Chinese and Asian market and help designed the customized marketing materials that resulted in ~\$500k in incremental revenue.
- Implemented new production process resulting in a 15% decrease in production cost.

“I'm a creative who does more than just make things pretty. I approach design challenges holistically to create impactful visuals that deliver results.”

### ART DIRECTOR, Office of Head Start, NCQTL Oct 2011 – May 2015

Responsible for graphic and web design, UX/UI design, email and publication management, advertising, accessibility and branding.

#### Accomplishments:

- Led UX research for a website redesign that resulted in 50% more users.
- Designed UI for web/mobile application that has been adapted by multiple government agencies and universities.
- Reduced production cost by 40% and turn-around time by 30%.
- Designed and produced 890-page training materials book, which became #1 requested resource for the Office of Head Start.
- Improved email marketing program by implementing A/B testing, one-click sign up, and responsive design, resulting in an average of 35% engagement vs. 10% industry average.

#### Freelance Clients

LocBox Inc	ArtXChange Gallery
Harvard University	PerfectLoop
Stand For Stuff LLC	Art Institute Seattle

## SKILLS

### Graphic Design

Adobe CS **15 YEARS**  
 PowerPoint **12 YEARS**  
 Word **12 YEARS**  
 AfterEffects **7 YEARS**

### Web Design

HTML **15 YEARS**  
 CSS **10 YEARS**  
 SASS **5 YEARS**  
 jQuery **4 YEARS**

### UX/UI Design

Wireframe **5 YEARS**  
 Persona **7 YEARS**  
 User Flow **7 YEARS**  
 Scenarios **10 YEARS**  
 UX Tools **5 YEARS**

### Marketing

Email **7 YEARS**  
 Social **10 YEARS**  
 Advertising **12 YEARS**  
 Research **10 YEARS**  
 Analytic **5 YEARS**

## EDUCATION

### MBA / Finance and Technology (with distinction)

Roosevelt University, 2011

### MA / Marketing Communications (with distinction)

Roosevelt University, 2007

### BA / Graphic Design

Columbia College Chicago, 2002

### Human-Computer Interaction (with distinction)

UC San Diego (online certificate)

### Web Application Architectures (with distinction)

U of New Mexico (online certificate)

## AWARDS

4 Marketing Report, 1 APEX Award for Excellence, 1 Public Relations Society of America, 2 Publicity Club of Chicago, 1 Chicago Association of Direct Marketers, and 5 Center for the Advancement of Education Service Industry Association Awards