

Nelson Soucek

Communications / Technology / Graphic Design Specialist

Experience Summary

Diverse professional experience as graphic designer, art director, creative director, IT director, and communications director to provide succinct and distinct targeted solutions for complex brand-related communication goals and successful positioning for clients to best position them for optimum success in their specific crowded, competitive, and often confusing markets.

Select Past Experience

Principal/Creative Director – Liberal Palette Designs

Manage a diverse portfolio of clients providing targeted well-conceived innovative corporate branding and design solutions, strategic marketing and advertising programs, effective print campaigns and materials, intuitive web-based applications and web sites for a broad spectrum of clients from aggressive entrepreneurial startups, medical products & service companies, consulting firms, non-profits, and large corporations, to government agencies and programs.

Consultant/Subject Matter Expert/Communications Analyst –

U.S. Department of Energy (DOE) National Nuclear Security Administration (NNSA)

Responsible for program branding and graphic design support for the NNSA's Global Threat Reduction Initiative (GTRI), a global program whose mission is reducing and protecting vulnerable nuclear and radiological material located at civilian nuclear sites in over 130 countries worldwide.

Vice President of Technology – PMForum, Inc.

Responsible for cohesive corporate branding, development and management of all corporate web portals for the world's leading and most widely read globally focused project management news portals with a subscriber base of project management professionals worldwide.

Subject Matter Expert/Consultant – TLI Solutions

Provided consultant graphic design support under contract to various U.S. Department of Energy Headquarters and field-office programs at the Hanford site in Washington State, Idaho National Laboratory, and Los Alamos Laboratory in New Mexico.

Corporate Communications Director/Business Development – Portage Environmental, Inc.

Responsible for all corporate branding and communications initiatives and contributed to business development initiatives that lead to steady corporate growth of this environmental startup from 30 employees to more than 500 employees in 14 offices nationwide within five years.

IT Director – Portage Environmental, Inc.

Marketed and managed all corporate IT initiatives including internal corporate and external IT projects and managed project teams for government and commercial clients.

IT Director/Business Development Support – Jason Associates Corporation

Developed and implemented all corporate branding, web presence, advertising, and marketing materials. Supported strategic corporate business and proposal development activities. Marketed and managed all corporate IT initiatives including internal corporate and external IT projects and managed project teams for government and commercial clients.

Creative Director/Art Director/Graphic Designer/Engineer – Idaho National Laboratory (INL)

Served as Creative Director for the INL Supercomputing Center's Scientific Visualization and Imaging Team contributing 3-D animation, data visualization, and graphic design support to environmental cleanup programs for the U.S. Department of Energy.

Graphic Designer – Various Clients

Consulted for various government and commercial clients, advertising agencies, and regional and national publications in Idaho, northern and southern California providing print, design, illustration and electronic products.

Key Areas of Expertise

- Corporate branding, development and deployment
- Strategic marketing, print and media campaign development
- IT project management; web-based application and web site design, development and deployment
- Graphic design, desktop publishing, technical writing, photography and illustration
- Business development proposal coordination, writing, and production

Software Expertise

- Microsoft: Visual Basic, Access, Word, Excel, PowerPoint, Project, FoxPro
- Adobe: ColdFusion, Dreamweaver, Photoshop, Illustrator, InDesign, Acrobat, Flash, Premiere, and After Effects
- QuarkXpress

Employment History

- 1998 – Present – Owner/Creative Director, Liberal Palette Designs
- 2007 – Present – Consultant, U.S. DOE, National Nuclear Security Administration
- 2006 – 2008 – Vice President of Technology, PMForum, Inc.
- 2000 – 2005 – Communications/IT Director/ Business Development Support, Portage Environmental, Inc.
- 1994 – 2000 – Communications Director/IT Director/ Support, Jason Associates Corp.
- 1993 – 1994 – Art Director, University of Alabama at Birmingham
- 1984 – 1993 – Creative Director/Graphic Designer/Engineer, EG&G Idaho, Inc.
- 1981 – 1998 – Owner/Creative Director, Once in a Blue Moon Designs
- 1981 – 1984 – Art Director/Graphic Designer Harte Hanks Communications
- 1977 – 1981 – Senior Graphic Designer/Graphic Designer, EG&G Idaho, Inc.

Select Client List

- BioSara – Medical Products
- U.S. Department of Energy
- National Nuclear Security Administration
- U.S. Air Force Center for Environmental Excellence
- U.S. Army Yuma Proving Ground
- Idaho National Laboratory
- Oak Ridge National Laboratory
- Pacific Northwest National Laboratory
- Los Alamos National Laboratory
- State of Washington – Department of Highways
- Quinn, Brian, and McCarthy – Advertising Agency
- The Hartwell Corporation – Insurance Provider
- Northwind - Environmental Consulting Firm
- Aquila Technologies – Consulting Firm
- Morphic – Consulting Firm
- TLI Solutions – Consulting Firm
- Bayforge - Consulting Firm
- University of Texas Dallas
- University of Alabama Birmingham
- American Guitar Masters
- Snake River Animal Shelter
- Olympia Coffee Roasters

REFERENCES AVAILABLE UPON REQUEST