

# Nelson Soucek

Communications / Technology / Graphic Design Specialist



## Experience Summary

During his 30+year career Nelson Soucek has worn many hats, starting as a graphic designer, subject matter expert, and various management positions for U.S. government contractors, large corporations, small consulting firms, advertising agencies, and entrepreneurial startups. Nelson also owns and operates a small award winning creative design and marketing firm providing full spectrum creative services to a select list of government, corporate, and agency clients providing them with effective and innovative product and corporate branding solutions, strategic marketing and advertising programs, effective media and print campaigns, web-based application and portal development, deployment, and management as well as effective end user documentation and training programs.

## Select Past Experience

**Consultant/Subject Matter Expert** – U.S. Dept. of Energy (DOE) National Nuclear Security Administration (NNSA) - *Mele Associates*

Provide graphic design support including - congressional strategic plans, project management plans, presentations, exhibits, and sub-tier program documentation and plans to the DOE NNSA Global Threat Reduction Initiative (GTRI), a global program with the mission of reducing and protecting vulnerable nuclear and radiological material located at civilian sites in over 130 countries worldwide.

**V.P. Technology** – *PMForum, Inc.*

Provided cohesive corporate branding and management of all web portals for the world's leading and most widely read globally focused project management news portals with a global subscriber base of project management professionals. <http://www.pmforum.org> and <http://www.peworldtoday.net>.

**Subject Matter Expert** – *TLI Solutions*

Provided graphic design support under contract to various U.S. DOE Headquarters and field-office programs at Hanford, Idaho, and Los Alamos.

**Corporate Communications/Business Development Support** – *Portage Environmental, Inc.*

Contributed to business development initiatives that lead to steady corporate growth (35 employees in 2000 to more than 250 employees located in 14 offices nationwide in 2005).

**IT Director** - *Portage Environmental, Inc.*

Marketed and managed all corporate IT initiatives including internal corporate and external IT projects and 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 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 Centre'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 Government and Commercial Clients and Advertising agencies*, as well as regional and national publications in northern and southern California and Idaho.

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## **Key Areas of Expertise**

- Strategic marketing, print, and media campaign development
- Proposal development, writing, and production
- IT Project management; data driven application design, development and deployment
- Corporate branding, development, and deployment
- Graphic design, desktop publishing, technical writing, photography, and illustration.

## **Software Expertise**

- Microsoft products (Visual Basic, Access, Word, Excel, PowerPoint, Project, FoxPro)
- Adobe products (ColdFusion, Dreamweaver, Photoshop, Illustrator, InDesign, After Effects, Acrobat, and to a lesser extent Flash)
- QuarkXpress

## **Select Publications and Presentations**

- *A Web-Based EIS Public Comment Management System: A Case Study*, presentation, N. Soucek, and C. Cole, IAP2 International Conference, Banff, Canada, November 1999.
- *Global Impacts – How Global Events and Trends Can Affect the Project Management Profession Worldwide*, presentation, D. Pells, PMP, with N. Soucek, PMI '99, Philadelphia, PA, October 1999.
- *Hypermedia: An Exciting New Technology For Gaining Stakeholder Involvement In Environmental Projects: A Case Study*, presentation, N. Soucek, PMI '95, New Orleans, LA, October 1995.
- *Hypermedia: An Effective Tool for Facilitating Public Involvement in Decision-Making Processes*, presentation, N. Soucek and C. Cole, INEL Computing Symposium, Idaho Falls, ID, 1994.
- *Choosing a Course, An Interactive Public Education CD-ROM for the U.S. Department of Energy*, presentation, N. Soucek, C. Cole, and, M. Hart, Waste Management '94, Tucson, AZ, June 1994.

## **Employment History**

- 1998 – Present – Owner/Creative Director, Liberal Palette Designs
- 2007 – Present - Consultant, U.S. DOE, National Nuclear Security Administration
- 2006 – 2008 - V.P. Technology PMForum, Inc
- 2000 – 2005 - Corporate Communications Director/IT Director/BD Support Portage Environmental, Inc.
- 1994 – 2000 - IT Director/Business Development Support, Jason Associates Corporation
- 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
- 1980 – 1981 - Senior Graphic Designer, EG&G Idaho, Inc
- 1977 – 1979 - Graphic Designer, EG&G Idaho, Inc.

## **Education**

- Fine Arts Program, Washington State University, 1974–1975

## **Government Clearance(s)**

- “L” Clearance U.S. DOE – Not currently active
- “BAO” Clearance U.S. DOE – Not currently active

*References available upon request.*