

NATHAN MERRITT [www.nathanmerritt.com](http://www.nathanmerritt.com)  
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Santa Clara, CA 95054 408.234.2064

**PROFESSIONAL SNAPSHOT** Ten years of experience designing for, implementing, and managing the development of integrated marketing solutions

Capable of identifying the larger strategy and understand what is needed to support that strategy through various online and offline initiatives

Able to communicate concepts concisely and effectively to diverse audiences

**PROFESSIONAL EXPERIENCE** Designworks - [www.design-works.com](http://www.design-works.com)  
Creative Director

2006 – Present

Responsible for the overall creative direction of client work developed and produced by designworks including brand development, static and dynamic websites, Flash based product demos, printed collateral, and advertising.

*Successfully lead the strategic, creative, and technical direction for projects netting a total revenue of over \$1MM annually.*

- Manage and orchestrate the efforts of internal and external design and development teams
- Work with clients to define project scope and strategy
- Manage client expectations and project schedules
- Develop and implement internal marketing plans and initiatives for new business development
- Lead agency efforts to define and refine the project development process

Advanced Medical Optics / AMO Inc. (By Acquisition of VISX) - [www.amo-inc.com](http://www.amo-inc.com)  
Manager, Website Development  
2005 – 2006

Provided strategic direction and management of internal and external web initiatives to effectively communicate AMO's products, services, and culture to its end users.

*Lead the post acquisition transition of the VISX sites and developed a consolidation strategy for 13 additional external product sites*

- Lead online initiatives for AMO's corporate website and VISX technology sites
- Enhanced usability of corporate intranet
- Advised stake holders on how to best implement future online initiatives
- Supported the planning, execution, and quality assurances of web projects

VISX USA Inc. - [www.visx.com](http://www.visx.com) & [www.personalbestvision.com](http://www.personalbestvision.com)  
Sr. Specialist Marketing and Website  
2003 – 2005

Guided the strategy and vision of all VISX owned websites and third party sponsored sites in order to provide an accurate and effective representation of VISX technologies and services to its end users.

*Revitalized the corporate web presence and saved \$100k in maintenance and development costs compared to the previous year.*

*Developed and executed an online advertising strategy that produced a 200% increase in doctor locator searches*

- Lead the planning and execution of web initiatives including online DTC programs and campaigns
- Managed a \$400k annual budget for web activity to achieve set business goals
- Identified and developed measurement criteria for evaluating the impact of web initiatives

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- Developed a secure extranet for sales and business development team to access source marketing materials
- Managed production of online content from concept through completion
- Aggregated content into new and existing content areas
- Assessed content areas and managed the development and implementation of content management tools
- Created and oversaw the development of online event registration forms and databases
- Built support pages to interface with the VISX eLearning training program
- Managed and maintained online clinical library presentations, publications, and newsletters
- Expanded interactivity by developing and implementing rich media product demonstrations
- Developed and execute third party site sponsorships to expand VISX's online reach
- Analyzed search engine ranking and optimize site to improve results
- Defined deliverables and negotiated with vendors regarding budget and project timelines
- Monitored and performed day-to-day site maintenance on all VISX owned sites

Designworks - [www.design-works.com](http://www.design-works.com)

Lead Designer

1998 – 2003

Developed and maintained a consistent brand identity in all marketing mediums including: logo/identity, printed collateral, packaging, tradeshow graphics, websites, interactive CD-ROM, Flash animations, and PowerPoint

- Determined user flows and information architecture for intranets, extranets, websites, and web applications
- Assisted clients in the development of positioning and messaging
- Managed projects from concept through delivery
- Maintain timeline and budget while managing external vendors and internal designers

## EDUCATION AND SOFTWARE

Bachelor of Arts in Graphic Design  
California State University at Sacramento  
December 1997

Major emphasis: The "Process", Typography, Color, Symbol, Print Production, Page Layout, Corporate Identity, and Interactive

- Fluent with entire Adobe Creative Suite design and production tools for web, print, and Flash
- Experienced with HTML, CSS, and Javascript for front-end web development
- Ability to work on Apple and Windows platforms

## REFERENCES

Formal references available upon request  
Design samples can be viewed at [www.nathanmerritt.com/profile](http://www.nathanmerritt.com/profile)  
Designworks projects can be viewed at [www.design-works.com](http://www.design-works.com)