

I'm Spence Nelson (he/him), a designer & art director living & working in Portland, Maine USA

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EMPLOYMENT

Freelance December 2010 – Present
Throughout my professional career I have managed a steady freelance practice, creating motion graphics, websites and logos for a diverse range of clients.

Art Director at Threespot Feb 2018 – December 2023
Served as the senior member of the design team, working directly with clients to bring website, logo, print and video projects to fruition from planning to discovery through concepting and production in Adobe Creative Suite, Figma and directly in code. Provided mentorship for more junior staff, working with them to improve their designs before their respective client presentations and helping identify pathways for career growth.

Senior Product Designer at Addthis/Oracle Jun 2017 – Feb 2018
Responsible for UX and UI design for AddThis and Oracle Data Cloud products. Created static designs and interactive, animated prototypes in Keynote, Invision, Flinto and After Effects. Shared ideas and feedback with developers through Jira tickets or hand-coded components presented in Codepen to ensure quality & respond to stakeholder feedback and evolving goals.

Design Contractor at Addthis/Oracle Apr 2016 – Dec 2016
Worked in-office and remote with the marketing team at Addthis to create promotional materials for the website, physical applications and social media.

Designer at Threespot Oct 2012 – Jul 2015
Designer and occasional front-end developer on a variety of web and print projects for clients like the US fund for UNICEF, Harvard University, NOAA, National Parks Service, Barr Foundation, The Bill and Melinda Gates Foundation, and Howard Hughes Medical Institute.

Designer at Rad Campaign Aug 2011 – Oct 2012
Lone designer on staff at 8 person agency catering to clients in the non. Concepted and executed design deliverables for nearly two dozen individual projects undertaken by the firm during employment, presenting directly to the client. Work included publication, identity and web design.

Intern at Free Range Studios Jan 2010 – May 2010
Assisted creatives, strategists and project managers on work ranging from photo research to web and print deliverables for active projects to data gathering and basic analytics.

TEACHING EXPERIENCE

Adjunct instructor at Maryland institute College of Art (member SEIU Local 500)

Graphic Design II: Intro to Interaction Design. (2 Semesters, Jan 2018–May 2018, Aug 2018–Dec 2018)

This course provided extended study of graphic design principles and their application to more complex and comprehensive solutions. Experimentation, research, conceptual thinking, and process are emphasized in design for the screen.

Course Syllabi & Class Materials:

🔗 <https://mica-gd2-spr18-sn.github.io/>

🔗 <https://mica-gd2-fal18-sn.github.io/>

Graduate Motion (1 Semester, Sep 2019–Dec 2019)

This course focused on time-based design elements of space, pacing and motion as they relate to graphic communication. Students gain a solid foundation in After Effects and the principles of motion design.

Course Syllabus & Class Materials:

🔗 <https://spencejmnelson.github.io/gd5569/>

EDUCATION

Maryland institute College of Art

Bachelor of Arts Graphic Design
Summa Cum Laude, 2017

Boston University Center for Digital Imaging Arts

Certificate, Graphic Design, 2010

SELECT CLIENTS

Electronic Frontier Foundation, CompTIA, US Security & Exchange Commission, US Department of State, UNICEF US Fund, Team Rubicon, US National Park Service, United Way, Greenpeace, Sierra Club, Clinton Foundation, Gates Foundation, Children's Defense Fund, Barr Foundation, Generations United ALS Association, Tufts University, Harvard Business School