



Your objective is optimized sales. My latest design strategies increased sales and traffic 300-750%:

<https://www.nydesign.com/latest.pdf>

I am a Sr. Designer with 25+ years experience focusing on branding and interaction design. I continue to optimize clients' sales through compelling communications. I have serviced industry leaders A&E Television, ABN Amro, Burger King, CNBC, Condé Nast, Disney, MasterCard, NEC, Pizza Hut, Pepsi, Ralph Lauren, Trade, W Hotels, Warner Bros. and many others. Read my clients' praises of my success in peaking their sales and attracting funding:

<http://www.nydesign.com/nyds-about.html>

Working with CEOs, marketing teams and developers, I guide print and interactive communications from concept through completion, including strategy, copy and production. I follow data-driven strategies to attain precise objectives. Communicating your competitive advantage and benefits to your audience(s), I design user flows, wireframes and prototypes driving brand recognition, loyalty, and optimal sales. User feedback continuously refines the experience. My decades of design and strategic thinking drive my success in crafting the most fitting visuals, compelling verbiage, resulting in world-class products.

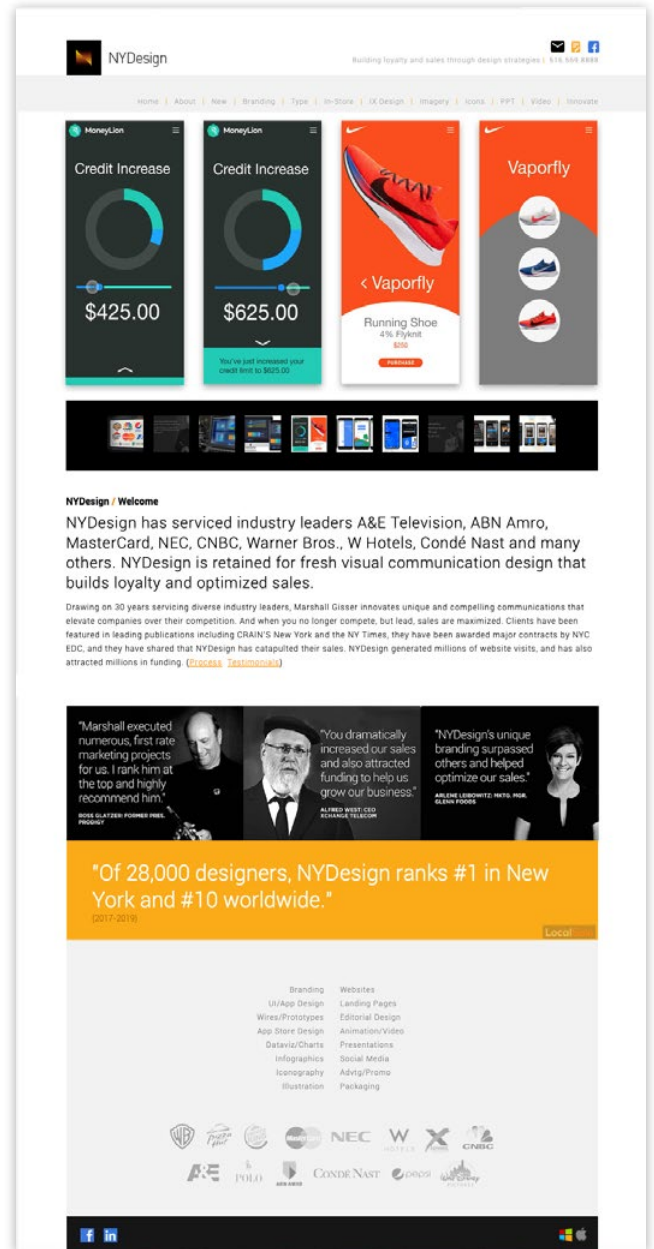
Skills Set:

- branding: naming, logo, typography, color, style guides, design systems, libraries
- websites + apps: strategy, e-comm, landing pages, user flows, wires, prototypes
- HTML emails
- copy writing: voice, tagline, body copy
- video scripting and production
- animation, motion design
- iconography, illustration
- data visualization, infographics
- presentations
- social media content: banners, videos, design & ad mgmt.
- knowledgeable of HTML/CSS
- experienced in Google Analytics

With mastery of design tools, I bring projects to market rapidly. I welcome a conversation.

Thank you for your consideration,

Marshall Gisser



www.nydesign.com

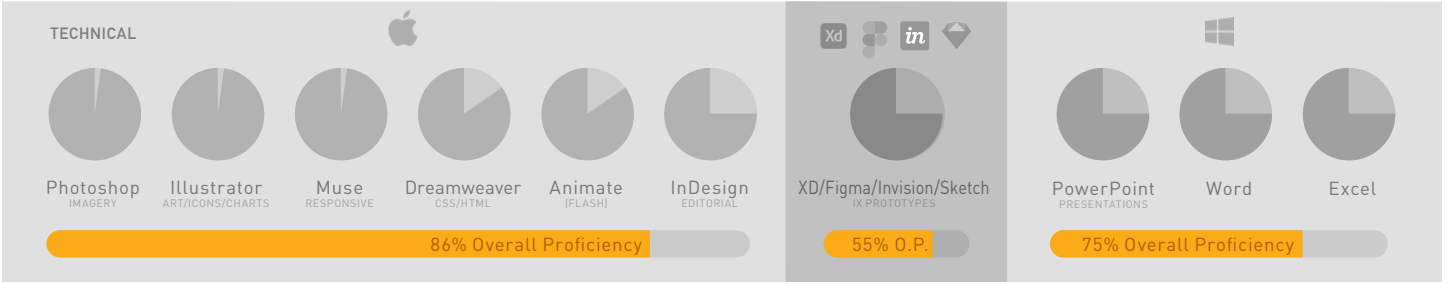
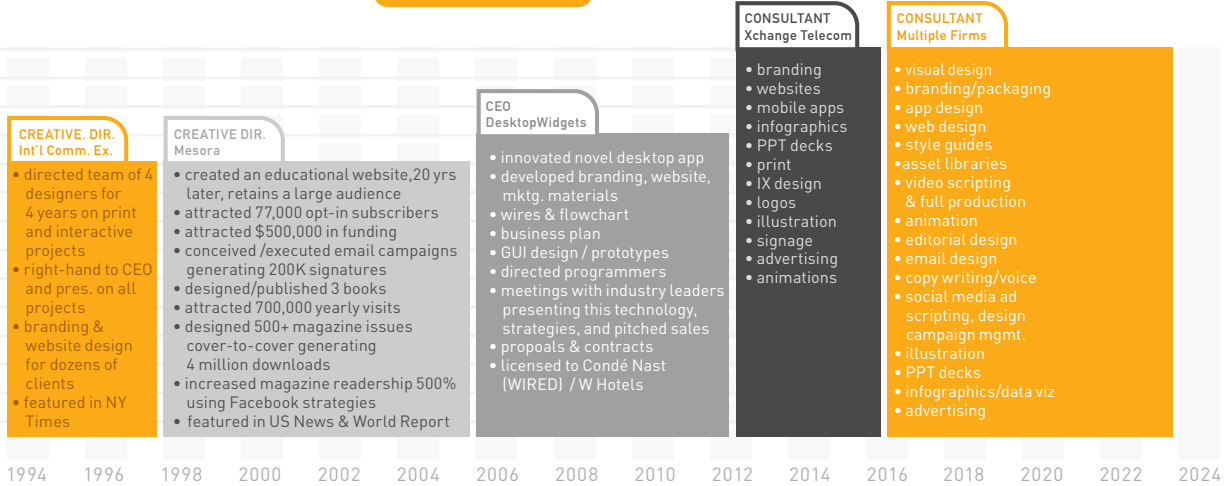
Serviced clients include: A&E Television, ABN Amro, CNBC, Conde Nast, Disney, MasterCard, Moneyline, NEC, Oscar de la Renta, Pepsi, Pizza Hut, Ralph Lauren, Taco Bell, W Hotels, WIRED, Warner Bros., Xchange Telecom, others.



SR. DESIGNER/CREATIVE. DIR. | PORTFOLIO: www.nydesign.com | www.linkedin.com/in/mgisser

EXPERIENCE / SKILL SET

- Social Media/Videos
- App Store Design
- Responsive Web
- App Design
- Animation
- Iconography
- Illustration
- Web Design
- Presentations
- Advertising
- Copy Writing
- Branding
- Concepts
- Strategy



AWARDS / NOTABLE

Out of 28,000 designers Marshall Gisser ranks #1 in NYC, #10 worldwide (LocalSolo 2017–2019)

- 2021: Tripled client sales
- Hired for CNBC promotions
- MasterCard retains me for website
- "App of the Day" award (IntellectuApp)
- Retained by A&E for movie posters
- Condé Nast purchases my ad platform

EDUCATION

- 1978 Visual Arts (Animation)
- 1987 Adelphi Univ. (Masters)
- 1994 YBT Philo/Law (Post Grad)

NOVEMBER 2023

300-750% Growth

Client Sales & Site Traffic



REFERENCES

Joseph Lichter
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Ross Glatzer
Former President, Prodigy
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Alfred West
CEO, Xchange Telecom
alfredmendelwest@gmail.com

TESTIMONIALS

"Marshall's work is first rate. Moreover, he is a consummate professional in his dealings with his clients. Having experience with numerous designers, I rank Marshall at the top and highly recommend him."
Ross Glatzer, Former Pres. — PRODIGY

"Through your design of our new corporate branding and marketing materials for many of our properties, sales have risen dramatically. In addition, these promotional materials have enabled us to obtain the necessary financing to expand"
Alfred West, CEO — Xchange Telecom

"For many years, we retained Marshall Gisser for branding, sites, social media, videos, presentations and marketing strategies. I am impressed by his continued rapid response to our growing needs with first-rate design: he produced our new e-comm website and PPT, both in under 1 week each. I highly recommend his unparalleled quality and value."
Evan Seltzer, V.P. — Reliable-1 Laboratories

"The branding you designed brought us the most attention and compliments from our industry. More important, we've realized extremely strong sales with this new line."
Arlene Leibowitz, Marketing Mgr — Glenn Foods