




Marshall Gisser

623 Central Ave. #406 Cedarhurst, NY 11516
Building loyalty and sales through design strategies | m.g@nydesign.com | 516.569.8888

Sr. DESIGNER/CREATIVE. DIR. |  PORTFOLIO: <https://nydesign.com> |  <https://linkedin.com/in/mgisser>

My design strategies drive sales/traffic 300%-750%.

I am a Sr. Designer with 30 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, 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:

<https://www.nydesign.com/marshall.html>

Working with CEOs, marketing teams and developers, I guide visual communication design from strategy and concept through completion. I follow data and research-driven strategies to attain precise objectives. Communicating your competitive advantage and unique value to your audience, I design user flows, wireframes and prototypes driving brand recognition, loyalty, and optimal sales. User feedback continuously refines the experience. My decades of design, strategic thinking and compelling verbiage drive my success in crafting the most appealing experiences, resulting in world-class products:

<https://www.nydesign.com/sites.pdf> **New**

<https://www.nydesign.com/apps.pdf> **New**

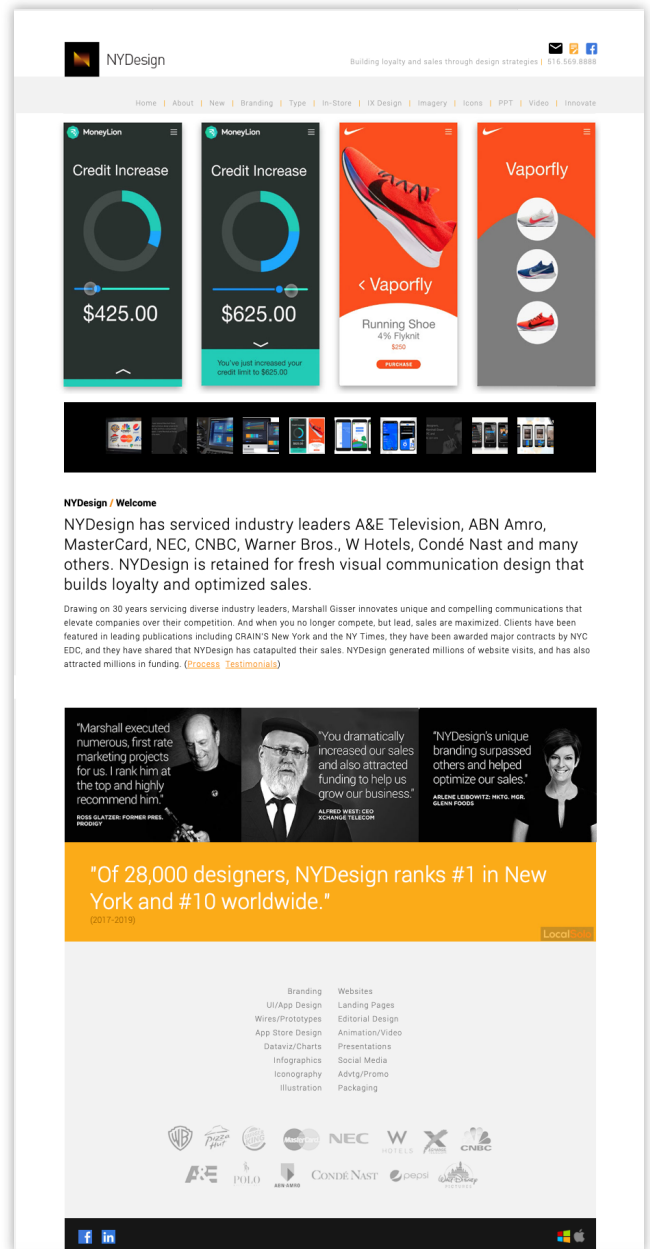
Skill Set:

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

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



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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

CREATIVE DIR. Int'l Comm. Ex.

- directed team of 4 designers for 4 years on print and interactive projects
- right-hand to CEO and pres. on all projects
- branding & website design for dozens of clients
- featured in NY Times

CREATIVE DIR. Mesora

- created an educational website, 20 yrs later, retains a large audience
- attracted 77,000 opt-in subscribers
- attracted \$500,000 in funding
- conceived/executed email campaigns generating 200K signatures
- designed/published 3 books
- attracted 700,000 yearly visits
- designed 500+ magazine issues cover-to-cover generating 4 million downloads
- increased magazine readership 500% using Facebook strategies
- featured in US News & World Report

CEO DesktopWidgets

- innovated novel desktop app
- developed branding, website, mktg. materials
- wires & flowchart
- business plan
- GUI design / prototypes
- directed programmers
- meetings with industry leaders presenting this technology, strategies, and pitched sales
- proposals & contracts
- licensed to Condé Nast (WIRED) / W Hotels

CONSULTANT Xchange Telecom

- branding
- websites
- mobile apps
- infographics
- PPT decks
- print
- IX design
- logos
- illustration
- signage
- advertising
- animations

CONSULTANT Multiple Firms

- visual design
- branding/packaging
- app design
- web design
- style guides
- asset libraries
- video scripting & production
- animation
- editorial design
- email design
- copy writing/voice
- social media ad scripting, design campaign mgmt.
- illustration
- presentations
- infographics/data viz
- advertising

1994 1996 1998 2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020 2022 2024 2026

PROFICIENCY



Photoshop
IMAGERY



Illustrator
ART/ICONS/CHARTS



Muse
RESPONSIVE



Dreamweaver
CSS/HTML



Animate
FLASH



InDesign
EDITORIAL



XD/Figma/Invision/Sketch
IX PROTOTYPES



PowerPoint
PRESENTATIONS



Word



Excel

AWARDS / NOTABLE

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

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

EDUCATION

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

MILESTONES

300-750% Growth
Client Sales / Site Traffic



INDUSTRIES SERVICED

Finance, pharma, editorial, tech, energy, politics, software, food & beverage, entertainment, automotive, medical/dental, law, travel, home, education, employment, advertising, health, fashion, non-profit, start-ups, others.

REFERENCES

Joseph Lichter
Law Offices of Joseph Lichter
jl@jlichter.com

Ross Glatzer
Former President, Prodigy
glatzerr1@gmail.com

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

"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."

Evann Seltzer, V.P. — Reliable-1 Laboratories

"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

"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