



I drive sales & traffic 300%-750% and 2M impressions in 2 weeks on social media

NYDesign.com is my portfolio. I am a creative visual designer and marketing strategist. I offer 30 years experience designing world-class branding and interactive media that optimizes clients' sales. 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, making sales soar and attracting funding: <https://www.nydesign.com/marshall.html>

Advising CEOs, marketing teams and developers, I lead communication design from strategy and concept through deployment and further. My research-driven strategies attain success. Communicating your competitive advantage to your audience, I achieve peak brand recognition, loyalty, and high sales fast. User feedback continuously refines the experience.

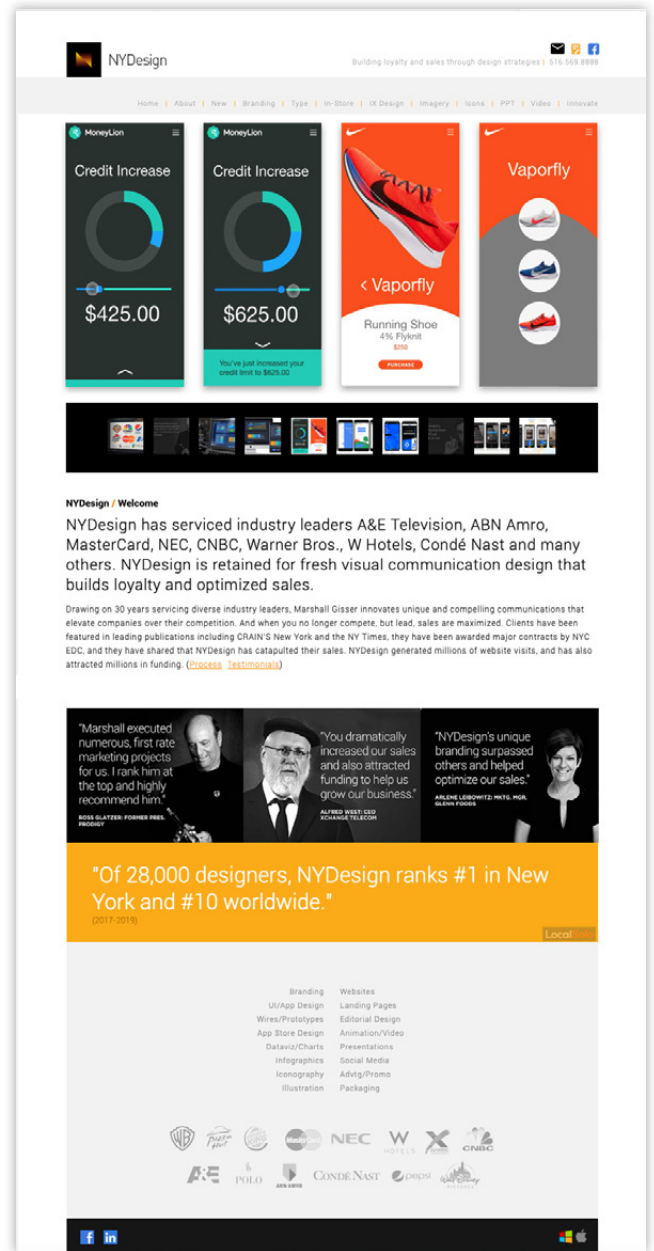
<https://www.nydesign.com/casestudies.pdf>
<https://www.nydesign.com/apps.pdf>
<https://www.nydesign.com/sites.pdf>

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.

Marshall Gisser



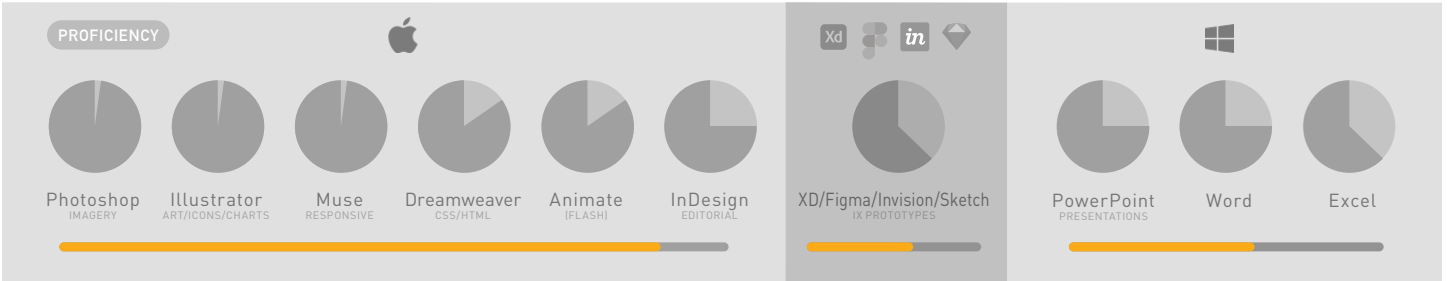
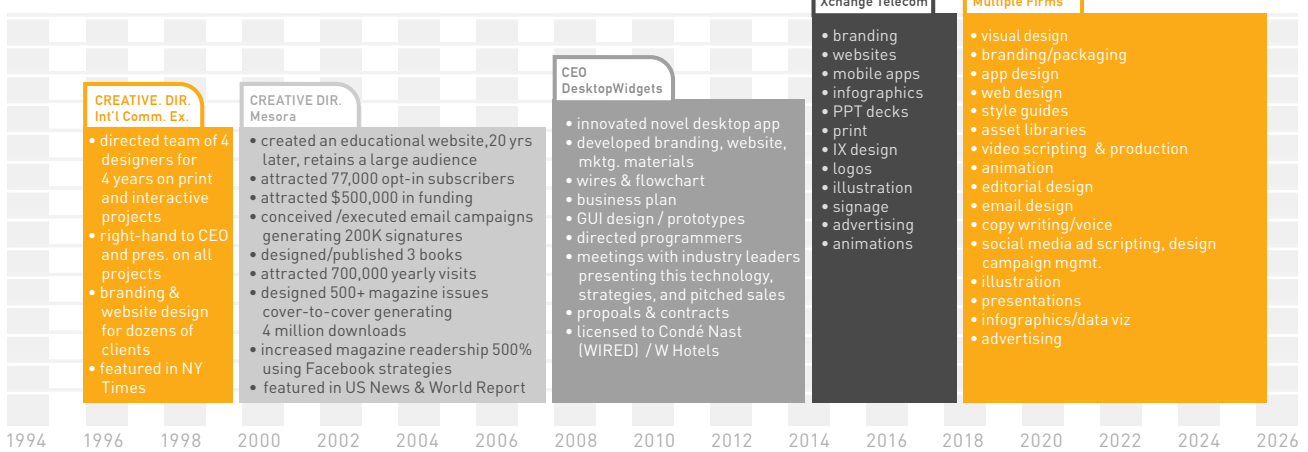
www.nydesign.com



SR. DESIGNER/CREATIVE. DIR. | PORTFOLIO: <https://nydesign.com> | <https://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

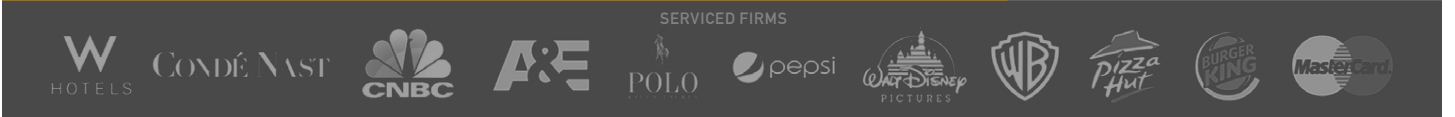
- 2021: Tripled client sales
- Hired for CNBC promotions
- Retained by MasterCard for website
- "App of the Day" award (IntellectuApp)
- Retained by A&E TV for film promo
- Condé Nast purchases my ad platform

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
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Ross Glatzer
Former President, Prodigy
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Alfred West
CEO, Xchange Telecom
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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."
Evan 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