

Nelson Soucek

Creative / Communications / Marketing / IT Specialist

Experience Summary

During my 26 plus-year career I have worn many hats as an individual contributor, team leader, and management in large corporations, government contractors, small consulting firms, and advertising agencies. Contributing my creative ideas and expertise as Creative Director, Corporate Communications Director, IT Director, Art Director, Graphic Designer, and Project Manager, enjoying and excelling in each role.

I have owned and operated a small creative design and marketing firm since 1981 providing government, corporate, and agency clients with everything from corporate branding campaigns, strategic marketing campaigns, print and web products, web-based management systems, proposal development, advertising campaigns, logos, media campaigns, to copy writing and photography.

As Director of Corporate Communications/Creative Director for Portage Environmental, Inc., a Native-American owned consulting firm based in New Mexico I was responsible for all aspects of corporate branding, including web presence, advertising, and marketing materials. I worked directly with the CEO and VP for Corporate Business Development, to help successfully design, development, and realize strategic corporate business and communication goals, as well as managing smaller regional proposal efforts. This helped contribute directly to steady corporate growth (35 employees in 2000 to more than 220 employees located in 14 offices nationwide by 2005), and a doubling of gross revenues for each of the past five years. As a result of this performance, Portage has appeared on INC. magazine's top 500 fastest growing small business list for the past four years straight, ranking as high as no. 79.

As Creative Director/IT Director Jason Associates Corporation, a small environmental consulting firm out of Del Mar, California. I was responsible for the development, and implementation of all corporate branding, including web presence, advertising, and marketing materials. I was also charged with supporting strategic corporate business and proposal development activities resulting in continued steady growth. As the IT Director I marketed and managed all corporate IT initiatives including internal and external IT projects for corporate, government, and commercial clients, I was also involved in various large highly charged and visible NEPA Environmental Impact Statement efforts described later in this resume.

Prior to consulting I worked for 14 years at the Idaho National Laboratory in various roles including Creative Director, Art Director, Graphic Designer, and Imagineer, supporting and marketing research and environmental cleanup programs for the U.S. Department of Energy.

Prior to working for the U.S. government I worked for advertising agencies and regional and national publications in northern and southern California.

Key areas of expertise include: strategic marketing development; proposal development, writing, and production; project management; web and data driven application design, development and deployment; corporate identity development, deployment, and continued health, public stakeholder involvement, graphic design, desktop publishing, technical writing, digital imagery manipulation, photography, and illustration.

Professional Highlights

Creative Director

- Served in the role of Creative Director for Portage Environmental, Inc.; Jason Associates Corporation; INL Visual and Imaging Team; Liberal Palette Designs; and Once In A Blue Moon Designs.

Business/Proposal Development

- Supported the achievement of strategic Portage corporate business development goals by participating directly in proposal development for all strategic corporate business development efforts including a \$150M five-year contract with the U.S. Air Force Center for Environmental Excellence and \$38M Technical Assistance contract with the U.S. Department of Energy's Carlsbad Field Office. Nelson also supported and led key regional proposal response efforts. The success of these efforts helped Portage realize corporate growth from 35 employees to more than 220 employees located in 14 offices nationwide, and to the financial stability and health of the corporation increasing gross revenue from just over \$2M per year, to over \$27M this year.
- Supported the achievement of strategic Jason Associates corporate business development goals by participating directly in proposal development for all strategic corporate business development efforts including winning proposals for supporting the U.S. Department of Energy's National Spent Nuclear Fuel EIS, Yucca Mountain EIS, and High-Level Waste EIS, the Hanford Tank Waste Remediation System, and the U.S. Army at the Yuma Proving Ground.

Communications/NEPA

- Served as project manager and creative director for "Proving the Principle" a 50-year historical perspective of the Idaho National Laboratory (INL). Managed a team of historians, writers, editors, researchers, graphic designers, and production subcontractors for this two-year effort that produced a 300 plus page book that documented the historical contributions of the programs, projects, and people involved in the INL.
- Designed, and worked with subcontractor programming specialists to develop interactive stakeholder communications products, including touch screen kiosks and interactive computer software application to support the Programmatic Spent Nuclear Fuel Environmental Impact Statement (PSNFEIS) National Environmental Policy Act (NEPA) public involvement effort for Department of Energy-Headquarters (DOE-HQ) and DOE-Idaho. The application allowed stakeholders to "construct" and "weigh" information involved in proposed alternatives for the interim storage of spent nuclear fuel nationwide for the next 40 years.
- Served as Webmaster and graphic designer to the INL Site-Specific Citizen's Advisory Board. Responsibilities included art direction, design, development, and production of annual reports, newsletters, recommendation fact sheets, and design, development, and maintenance the Board's internet website.
- Served as project lead and provide graphic designer to the DOE-Idaho Operations Office (DOE-ID) for a congressional initiative on "The INL Technology Exploitation Pilot Program." This involved working with top-level DOE-ID managers to develop strategy and content, as well as the design and production of specialized marketing materials, aimed at outlining their case to Congress.
- Developed, designed, and programmed an interactive touch-screen kiosk that educated the general public on "Understanding the Concept of Risk." Developed for the DOE-HQ Environmental Management Program, the product presented various scenarios to demonstrate risk evaluation criteria and processes used in everyday life. Additionally, the user could calculate their radiation dose compared to the national average and see the sources of their exposure.
- Managed a team supporting the public involvement segment of the Sandia National Laboratory Site-wide Environmental Impact Statement, including management of administrative support staff, database development and support, graphic design, and support staff training in the area of public involvement and communications.
- Co-chaired INL Supercomputing Center's Computing Symposium and Educational Outreach Program Committee. Responsibilities included all facets of planning, management, and coordination of this annual event, which has an attendance of over 2,000.

Information Technology

- Served as project manager, system architect, and software development team lead for the development, implementation, and continued health of a suite of corporate and public communication vehicles to facilitate effective communication within a corporation geographically splintered. Within the suite are:
 - PTOMS[®] (Portage Task Order Management System), a secure, corporate web-based corporate task management system.
 - PortageNet[®], a secure, corporate web-based corporate communications system.
 - PSBDS[®] (Portage Strategic Business Development Sandbox), a secure, corporate web-based corporate business development sandbox.
 - Portageenv.com, public web portal.
- Served as project manager and team lead for the development and implementation of “Argonaut[®] Project Navigator,” an interactive, upper-level project management reporting and communication system. “Argonaut[®] Project Navigator” supports programmatic communication of the Hanford Spent Nuclear Fuel Program (HSNFP) program scope, schedule, and cost information to potential funding sources, regulatory drivers, internal and external stakeholders, and other interested parties. The HSNFP application of “Argonaut[®]” is a visual system based on the program’s work breakdown structure.
- Served as system architect and team lead of the software development portion of the Idaho National Engineering and Environmental Laboratory (INL) Environmental Management Regulatory Compliance Matrix (EMRCM) database and web-based reporting system. Conceptualized, developed, and managed subcontractor and implemented the EMRCM, which reported environmental regulatory compliance activities at the Idaho Nuclear Technology and Engineering Center (INTEC) facility at the INL for internal monitoring of regulatory compliance issues.
- Served as project manager, system architect, and team lead for the development of the INL High-Level-Waste Environmental Impact Statement web-based Comment Management System (CMS) for the U.S. Department of Energy (DOE). Conceptualized, developed, and implemented the CMS, a web-based system designed to facilitated all aspects of the management of state and federal agency, and public comments regarding the Preliminary, Draft and Final High-Level Waste Environmental Impact Statement.
- Served as project manager, system architect, and team lead for the development of the Mixed Analyte Performance Evaluation Program (MAPEP) web-enabled reporting system. Conceptualized, developed, and implemented the MAPEP system, which was designed to facilitate participating laboratories reporting of soil and water sample data to the INL Radiological and Environmental Sciences Laboratory (RESL) for DOE laboratory accreditation on an annual basis.
- Served as project manager, system architect, and team lead for the development of the U. S. DOE Laboratory Accreditation Program Dosemetry Testing Program (DOELAP) database. This was an effort at the Radiological and Environmental Sciences Laboratory at the INL developing a Microsoft Access database with a Visual Basic front end to facilitate the accreditation of participating DOE laboratories dosimetry procedures.
- Acted as project manager, system architect and team lead for the development of the Environmental Task Management System (ETMS) for the U.S. Army Yuma Proving Ground. Conceptualized, developed, and implemented the ETMS system, a web-based system designed to facilitate all elements of task initiation, task development, and active task management of all environmental task orders at the Yuma Proving Ground.
- Provided development support services as member of technology team that developed the INL Environmental Management “Core Database” for DOE and Lockheed Martin Idaho Technologies Co. Responsibilities included constructing data maps identifying data types, sources, effluents, and responsible data contributors. Developed an interactive training tool aimed at demonstrating the “CORE” concept, infrastructure, and pathways of data stream information to internal stakeholders.

- Involved in the exploration and development of virtual reality capability at the INL as a member of the INL Visualization & Imaging Team. Also responsible for project management and art direction of computer generated 3-D visualization, animation, simulation, and interactive multimedia projects for the INL Supercomputing Center.

Graphic Design

- Served as art director and graphic designer to Lockheed Martin Idaho Technology Corporation in support of the Environmental Restoration and Waste Management Programs. Support included design, development, and production of marketing materials, displays, and presentations.
- Provided support to the DOE Richland Operations Office (DOE-RL) for the Hanford Remedial Action Environmental Impact Statement effort as a graphic designer. Support included logo design, draft request for proposal development of worldwide web (Internet) graphics, presentation materials, and project schedule tracking
- Served as an Art Director for the University of Alabama Birmingham supporting all public and alumni communications, and marketing materials, presentations, and recruitment for the nations third largest medical university.
- Served as a Graphic Designer and Art Director/Creative Director for Harte-Hanks Communications in the San Francisco bay area managing a publication with a readership of over 80,000.
- Served as a Graphic designer and Senior Graphic designer for EG&G Idaho, Inc. developed graphics, presentations, displays, and brochures to support and market scientific programs at the Idaho National Engineering Laboratory to a worldwide audience.
- Owner Liberal Palette Designs / Once In A Blue Moon Designs, servicing private, corporate and government clients since 1979.

Software Expertise

- Adept in the use of Microsoft products (Visual Basic/VBA, Access, FoxPro, Office, and Project); Adobe/Macromedia/Allair products (ColdFusion, Dreamweaver Ultra Developer, Flash, Director, Shockwave, PageMill, Go Live, Photoshop, Illustrator, InDesign, Acrobat), and QuarkXpress.

Training

- Macromedia Ultra Developer 3-day intensive, Victoria, BC, 2000
- Macromedia Flash Introductory 1-day intensive, Victoria, BC, 2000
- Alias/Wavefront Advanced Visualizer 7-day intensive, Santana Barbara, CA 1995
- Virtual Reality 10-day intensive workshop, UCLA, LA, CA, 1992
- Advanced Stratavision 7-day intensive, St. George, UT, 1992
- Stratavision 7-day intensive, St. George, UT, 1991
- Macromedia Director 3-day intensive workshop, Denver, CO, 1990

Publications and Presentations

A Web-Based EIS Public Comment Management System (a case study), presentation, N. Soucek, and C. Cole, IAP2 International Conference, Banff, Canada, November 1999.

GLOBAL IMPACTS – How Global Events and Trends Can Affect the Project Management Profession Worldwide, presentation, D. Pells, PMP, with N. Soucek, PMI '99, Philadelphia, PA, October 1999.

Hypermedia: An Exciting New Technology For Gaining Stakeholder Involvement In Environmental Projects: A Case Study, presentation, N. Soucek, PMI '95, New Orleans, LA, October 1995.

Hypermedia: An Effective Tool for Facilitating Public Involvement in Decision-Making Processes, presentation, N. Soucek and C. Cole, INEL Computing Symposium, Idaho Falls, ID, 1994.

Choosing a Course, An Interactive Public Education CD-ROM for the U.S. Department of Energy, presentation, N. Soucek, C. Cole, and, M. Hart, Waste Management '94, Tucson, AZ, June 1994.

Awards

- Received numerous national and regional awards for art, and graphic design work from the Society for Technical Communications and the Idaho Advertising Federation.

Professional Affiliations

- Member Project Management Institute (PMI)
- Member International Association of Public Participation Practitioners (IAP2)
- Member Society for Technical Communications (STC)
- Member Idaho Advertising Federation (IAF)

Employment History

1998–Present	Owner, Creative Director, Liberal Palette Designs, Idaho Falls, ID
2000–2005	Creative Director/Director of Corporate Communications, Portage Environmental, Inc. Idaho Falls, ID
1994–2000	Creative Director/Director of Information Technologies, Jason Associates Corporation, Idaho Falls, ID
1993–1994	Art Director, University of Alabama at Birmingham, Birmingham, AL
1984–1993	Creative Director/Graphic Designer/Engineer, EG&G Idaho, Inc., Idaho Falls, ID
1981–1998	Owner, Creative Director, Liberal Palette Designs, Idaho Falls, ID
1981–1984	Art Director, Harte Hanks Communications, Campbell, CA
1980–1981	Senior Graphic Designer, EG&G Idaho, Inc., Idaho Falls, ID
1977–1979	Graphic Designer, EG&G Idaho, Inc., Idaho Falls, ID

Education

B.S., Business, Idaho State University (in progress)
Fine Arts Program, Washington State University, 1974–1975

References available upon request.

Personal website: <http://www.liberalpalette.com>