

B NICHOLSON

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EXPERIENCE

HEEDGROUP

DESIGNER | OCT 2021–FEB 2022

Provided art direction and design for The Tiffen Company: a leading American manufacturer of imaging accessories for the consumer/professional imaging, Motion Picture & Television and broadcast industries. Managed budgets and executed influencer marketing collaborations and photoshoots while managing multiple projects to execute conceptual 360 degree digital marketing campaigns. Worked with team members in a fast-moving environment to develop high-level concepts for the brand across all channels including, but not limited to: website, email, paid media, paid and organic social, video and print.

BRAVEN CREATIVE

FREELANCE ART DIRECTOR | SEP 2019–CURRENT

Assists with onboarding processes using competitive analysis, initial branding, and social media templates. Creates monthly content plans for multiple clients. Schedules posts in Hootsuite to ensure posts are live at optimal engagement times. Reviews analytics and strategizes both short and long term improvements. Prepares presentations, co-hosted client meetings, and wrote meeting recaps. Creates custom graphics and videos for social platforms and websites.

YEAH JUST B

FREELANCE DESIGNER | MAY 2018–CURRENT

Specializes in art direction, logo design, branding, merchandise design, social media creation/management, and motion graphics.

TOLL BROTHERS

SENIOR DESIGNER | FEB 2020–NOV 2020

Created innovative, engaging design that reflected the luxury and quality of Toll products. Worked with Art Directors to push the visual design of all Toll Brothers collateral, balancing ongoing reinvention with application of consistent design standards where needed.

HANLON

FREELANCE ART DIRECTOR | WINTER 2018

Was hired on to produce campaigns and design for VWR International, ECI, Trion, and Amerisourcebergen.

RTO+P

ART DIRECTION INTERN | MARCH–MAY 2018

Developed work for Dick's Sporting Goods, Deitz & Watson, Reyka, Craftsman, UNREAL Snacks, Ancho Reyes, and more.

HANLON

ART DIRECTION INTERN | WINTER 2017

EDUCATION

KUTZTOWN UNIVERSITY OF PENNSYLVANIA

COMMUNICATION DESIGN | BACHELOR OF FINE ARTS | 2013–2018

Concentration in Art Direction, Graphic Design, and Digital Design.

AWARDS

LEHIGH VALLEY HACKATHON

1ST PLACE

YOUNGSHITS BRIEF

2ND PLACE

KUTZTOWN UNIVERSITY

ADVERTISING AWARD

NOMINEE

MILLER GALLERY BEST OF 2018

FEATURED DESIGNER

QUALIFICATIONS

PROFICIENCIES

ART DIRECTION
GRAPHIC DESIGN
DIGITAL DESIGN
TYPOGRAPHY
SOCIAL MEDIA MARKETING
INFLUENCER MARKETING
VIDEO EDITING/MOTION GRAPHICS
HTML AND CSS

SOCIAL PLATFORMS

TIKTOK
INSTAGRAM
TWITTER
YOUTUBE
FACEBOOK
LINKEDIN
PINTEREST

PROGRAMS

INDESIGN
ILLUSTRATOR
PHOTOSHOP
XD
AFTER EFFECTS
PREMIERE PRO
FINAL CUT PRO
LIGHTROOM
ACROBAT
SKETCH
G SUITE
MICROSOFT OFFICE 365
SHOPIFY
WIX
SQUARESPACE
WORDPRESS

CUSTOMER SERVICE

10 YEARS OF EXPERIENCE