



nicole reid

graphic design
marketing &
creative direction

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TECHNICAL PROFICIENCIES

COMPUTER PROGRAMS: Adobe Creative Suite (CC): Illustrator, Photoshop, InDesign; Final Cut ProX, Acrobat Professional, Adobe After Effects, Keynote, Microsoft Office: Excel, Word, PowerPoint

PRINT PRODUCTION: Large format Epson Stylus Pro 9890, Epson Ultra Chrome K3 Vivid Magenta, Canon ImagePress C1+, Mimaki Ultra Violet Ink Jet Printer

AREAS OF EXPERTISE

DESIGN SKILLS: Project creation from proposal through production. Web and digital design including app design and ux. Extensive experience with complex die lines. Photo and video editing; mock-up rendering, pre-press and print production.

CUSTOMER COMMUNICATION: Interpret client ideas and create designs to realize their concepts. Explain technical concepts to customers in simplified terms that allow understanding and input.

PHOTOGRAPHY: More than 10 years' experience taking product photos for marketing. Shoot and edit product photos used in design work.

IDEA GENERATION AND SYNERGY: Generate marketing campaign ideas with/for customers and create visual design to execute. Communicate throughout design and production phases with paper and tech engineers to ensure viability of ideas and troubleshooting of any concerns.

INDUSTRY EXPERIENCE: Automotive / Consumer Electronics / Cosmetic / CPG / Shopper Marketing / Sports / Entertainment / Fashion & Luxury / Financial / Toys / Food & Bev / Pet Care

PROFESSIONAL EXPERIENCE

April 2013 - Present

Americhip Inc. - Senior Graphic Designer / Creative Direction

Lead the Design and Production of print and digital media advertising and marketing projects for Fortune 500 companies from conceptual idea to completed product. Create artwork and work with Advertising and Marketing Teams to generate innovative ways to deliver content and impact target audiences. Projects include package design, POP displays, catalogs, brochures, flyers, e-blast art, photography, pop-up books, video production, and video sizzle reels. Train and oversee junior designers; manage department scheduling, cataloging, and pre-press and print production to ensure on-time delivery and customer satisfaction.

- Assist clients in coming up with ideas for marketing campaigns and executing those ideas. Conduct market research. If client comes in with marketing plan, make that vision come to life and fruition in print and/or digital media.
- Take all product marketing photos used in work. Film and edit videos.
- Proactively work with Paper and Tech engineers to ensure all elements align and troubleshoot issues early on. Work with Tech engineers to create unique video content with new technologies.
- Set priorities and maintain production checklists and timeframes so design deadlines are met and flow of work and project completion is not interrupted.

December 2009 - July 2012

Bio Creative Labs - Graphic Designer / Marketing Director

Led new product marketing campaigns from concept to production, including product research, competitive analysis, brand-brief, visual thought boards, and creation of final marketing materials.

- Designed print magazines ads, product packaging, POP displays, posters, banners, and collateral materials for sales and company events.

March 2007 - November 2008

Largest Mixer/Dave Linden Group - Graphic Designer

Managed Graphic Design and Marketing for large business networking/expo events including creation and production of advertising, posters, flyers, brochures, catalogs, banners, post cards, and website.

- Promoted four annual 3K+-person events.
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EDUCATION

2004-2007 California State University, Long Beach, California

Bachelor of Arts in Graphic Design, Dean's List, 2007

2002-2004 Massasoit Community College, Brockton, Massachusetts

Associate of Science in Art Studies, Dean's List