

Nicole Cleary

Senior Designer

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www.nicoleclearydesign.com

Profile

- Creates innovative concepts and campaigns that translate to multiple mediums including marketing campaigns, identity, websites, social media and print collateral
- Collaborates with other production disciplines such as developers, copywriters and photographers to help them bring concepts to a reality
- Exceptional hands-on designer

Special Skills

Client presentation, mentoring junior designers, web and mobile best practices, social media strategy, content creation, photo retouching and video production

Proficient on Mac and PC

Software Knowledge

Adobe CS6 Suite

Photoshop, Illustrator, InDesign, Flash, Premiere, After Effects, Dreamweaver and Acrobat

Word Processing

Word, Keynote and PowerPoint

Development & Coding

HTML 5, CSS, jQuery

JavaScript, ActionScript 2 and 3

Education

New York Institute of Technology (NYIT)

Bachelor's Degree Fine

Arts/Computer Graphics

Experience

Senior Art Director

Wunderman — 2014 to Present

- Art director on the biggest multi-channel product launch for GSK, Flonase this included website design, website content articles, infographics, web banners, social media posts and Youtube videos
- Lead art director on the Theraflu 2016 digital brand initiatives and campaigns

Digital Art Director

McCann WorldGroup — 2012 to 2014

- Storyboarded concepts, designed creative and assisted with strategy for marketing campaigns spanning digital, print and broadcast
- Presented creative work in front of clients and potential clients
- Designed innovative presentations for department leaders
- Directed photo shoots for Boehringer Ingelheim

Digital Designer

Elizabeth Arden — 2011 to 2012

- Designed and launched the Britney Spears Beauty Facebook experience
- Created award winning web banners and e-commerce sites for Elizabeth Arden celebrity brands
- Accounts: Mariah Carey Beauty, Taylor Swift - Wonderstruck fragrance, Elizabeth Taylor White Diamonds, John Varvatos, Prevage and Red Door

Web Designer/Administrator

Fresh Inc. (LVMH) — 2011

- Responsible for updating the creative of the Fresh.com e-commerce site
- Designed and launched the Kiss and Tell campaign over web, email, social media and outdoor

Web Designer/Jr Art Director

Liz Claiborne Inc. — 2010 to 2011

- Lead creative facilitating the e-commerce site launch of Monet Jewelry
- Designed and launched innovative email and web banner campaigns

Sr Web/Interactive Designer

Omnicom Media Group — 2007 to 2010

- Maintained visual design standards across all accounts.
- Accounts: Autodesk, GE, Hugo Boss, Kia, Kohler, Lego, Levis, and Visa

Awards

MM&M Silver Awards — 2015

Flonase Multi-channel Campaign and Website, Company: Wunderman

FiFi Awards — 2012

Taylor Swift Wonderstruck Campaign, Company: Elizabeth Arden