

ABOUT ME

➤ Please view my online resume and portfolio at: JonNicholDesign.com

Accomplished and energetic senior art director with a solid history of achievement in graphic design. Motivated leader with strong organizational and prioritization abilities. With over 12 years of experience managing all aspects of the creative process. Areas of expertise include creative design solutions in a fast-paced environment and a passion for management and team building. Any project, large or small, gets the same level of focus and attention to detail.

MARCH 2016 – SEPT 2016

VIVO AGENCY
HORSHAM, PA

JUNE 2003 – JAN 2016

PHYSICIAN'S WEEKLY
BASKING RIDGE, NJ

SEPT 1998 – MAY 2002

PHILADELPHIA UNIVERSITY

TECHNICAL PROFICIENCIES



WORK EXPERIENCE

FREELANCE—SENIOR ART DIRECTOR/DIGITAL

- Agency-based SAD level freelance position primarily focusing on digital design.
- Broad range of assignments from print collateral, new business presentations, client sales force decks, desktop and mobile website design, wire framing, video/animation story boarding, app UI/UX design, and more.
- Responsibilities included working with CD, AEs, PMs, and ADs to create aesthetically pleasing and functional design for various medical device clients.

SENIOR DIRECTOR • CREATIVE DIRECTOR • ART DIRECTOR

- Responsibilities included hands-on design as well as managed creative team, including design, editorial, web, production, freelance, etc
- Lead new business vertical R&D from discovery through full network recruitment and product roll out
- Reported to and worked directly with CEO, and collaborated with VPs, Directors, Creative, etc, to formulate overall business and marketing strategies, discuss project requirements and concepts
- Lead multiple product redesigns including print, web, sales materials, and marketing
- Researched current trends and new technology, such as printing production techniques, computer software, and design trends
- Hire, train, and direct staff members who develop design and editorial concepts into weekly and monthly issues and prepare layouts for publishing in both print and online formats

EDUCATION

B.S., GRAPHIC DESIGN COMMUNICATIONS

- Graduated Cum Laude with a 3.625 GPA
- Student Government representative
- President and Captain; Men's Volleyball Club
- Selected as Design Assistant to Graphic Design Communications department

PROFICIENCIES & SKILLS

PROFESSIONAL SKILLS

- Creative team management and administration
- Excel in fast-paced environment, utilizing multitasking and time management skills
- Refined design aesthetic across multiple medium, including print, digital, web, corporate identity, sales collateral, marketing, illustration, etc
- Critical thinking and problem solving
- Excellent written and verbal communication skills

