

CONTACT



815.761.9948



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Chicago, IL



www.nikkinewtondesign.com



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SKILLS

PROFESSIONAL

- · Graphic Design
- Branding
- · Product Design
- · Apparel Design
- Print & Digital
- Product Development
- · Tech Pack Design
- · Visual Merchandising
- · Social Media
- Illustration
- Photography
- · Project Management
- Event Planning
- Marketing

TECHNICAL

- Illustrator
- InDesign
- Photoshop
- Microsoft Office
- Mac & PC Systems
- · Nikon/ Canon
- MailChimp & SquareSpace

NICOLE NEWTON

ABOUT -

Experienced Graphic Designer with a demonstrated working history in brand and marketing design. Skilled in OS X, graphics, branding, illustration, typography, and Adobe Creative Suite. Design professional with a Bachelor's Degree in Communication Arts and Graphic Design, concentrating in Graphic Art and Photography. Well-developed written and communication abilities and accustomed to performing in a fast-paced, deadline-driven environment with additional experience in project management, event coordination, and marketing.

EXPERIENCE -

WILSON SPORTING GOODS

Graphic Designer

December 2015 - CURRENT

- Manage all graphic elements including prints, branding, packaging, and illustrations for the Apparel & Uniforms platform in collaboration with product managers, marketing, and development.
- Prepare tech packs and design files for production.
- Design products such as special events uniforms, headwear, and bags.
- · Assist in the development for soft goods.
- Responsible for designing apparel merchandise for the US Open Tennis Tournament to increase brand awareness and generate revenue for Wilson.
- Manage baseball brand builder graphic tees and headwear, which includes delegating tasks, establishing key dates, and ensuring that deadlines are met for production.
- · Managed an intern and created and executed a plan for their learning and development.

Design Coordinator

December 2014 - December 2015

- Create graphic elements including prints, branding, packaging, and illustrations for the Apparel and Uniforms platform in collaboration with product managers, marketing, and development.
- Developed factory ready designs and assisted development with seasonal redesign projects.
- Managing the reporting for the department, such as line plans and merchandising pages, the design calendar, and projects with consultants to ensure projects were delivered on time and on budget.

NIKKI NEWTON DESIGN

Freelance Graphic Designer

December 2014 - CURRENT

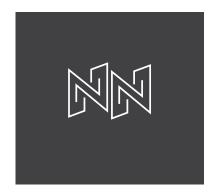
- · Collaborate with clients to translate their goals and ideas into design concepts.
- Designing advertisements, annual reports, artwork, booklets, brochures, logos, invitations, signage, tee shirts, web pages and other branding and communication materials.
- Creating designs by hand, drawing or painting, or using computer software.

LUMINATE BRANDS

Part-Time Marketing Manager

November 2017 - April 2018

- Assisted in marketing, including social media management, to generate followers and to develop an online presence.
- Aided in project coordination with new partners, such as communication outreach and instructor placement while managing strategic branding and design to increase sales.
- Created integrated marketing campaigns to gain brand awareness and increase class attendance and sales for TC Tech Prep.
- Designed marketing materials for print, digital, and social.
- Managed and designed the weekly newsletter.
- Wrote education content for newsletter pertaining to education.



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NICOLE NEWTON

EXPERIENCE CONT.

ROCHELLE CHAMBER OF COMMERCE

Graphic Designer/ Executive Assistant

August 2012 - December 2014

- Created all of the Chamber's marketing materials including logos, brochures, signage, flyers, mailers, and advertisements.
- Managed all digital and social outlets for the Chamber including the website, weekly newsletter, Twitter, and Facebook.
- Prepared reports and managed financial data.
- Organized events to promote local businesses and events.
- Performed office and administrative duties to assist executive management.
- Worked with local businesses to conceptualize new designs for their branding and marketing needs.
- · Managed an intern and created and executed a plan for their learning and development.

ROTARY INTERNATIONAL

Part-Time Project Manager

January 2013 - December 2014

- Organized committee meetings and prepared the agenda.
- Managed communication between club presidents, students, and parents for the Rotary's Youth Leadership Awards weekend.
- Managed the application process, financials, and documentation.
- Coordinated with the facility manager in order to ensure proper scheduling and equipment usage.
- Created a fun and safe environment for the kids to learn collaboration and leadership.

EDUCATION

Bachelors in Communication Arts and Graphic Design

August 2008 - May 2012

University of Saint Francis, Fort Wayne, Indiana Concentrations in Computer Art and Photography, 3.7/4.0 GPA Student Athlete, Volleyball and Track and Field