



## CONTACT



815.761.9948



nikki.newton.design@gmail.com



Chicago, IL



www.nikkinewtondesign.com



linkedin.com/in/nikkinewtondesign

## 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.



## CONTACT

---



815.761.9948



nikki.newton.design@gmail.com



Chicago, IL



www.nikkinewtondesign.com



linkedin.com/in/nikkinewtondesign

# 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