

SUMMARY

An Art Director/Designer with diverse experience and a background in fine art. I enjoy outdoor and community focused organizations as well as eco-friendly products and services. My communication and organizational skills make me a reliable mentor to junior staff and a successful bridge to marketing staff, stakeholders, outside vendors, and media.

WORK EXPERIENCE

Envirolssues, Portland, OR [2010 - Present]

Art Director for public relations and community outreach for a variety of public works projects that involve many different stakeholders. I support these projects communications, environmental, transit, and engineering departments by creating graphics for internal and public presentations, meetings, and open houses. I also do design and maintenance for project websites and helped design and implement Envirolssues online open house platform, participate.online.

Applied Test Sysems, Inc. , Hillsboro, OR [2010]

Contract Graphic Design and Project Manager for a technology company. ATS contacted me to come in and take the lead in creating a new brand and marketing strategy. Logo design, collateral design, web design and functionality, I took them through the whole process from strategy, planning, design comps, photo shoots, to the final implementation.

GKM, Inc. , Carlsbad, CA [2009-2010]

Contract Production Artist for a design and marketing firm. I create designs for print based on sales sheets, data sheets, direct mail, and advertising design styles and templates. I also create web and interactive designs such as online annual reports and e-mail blasts from scratch based on existing design styles. I implemented a live database sharing system with the company's largest client in order to streamline job tracking and workflow.

Nimbletoad, Carlsbad, CA [2009]

Production and Web Technician for a marketing and web development company. I provided production design services for print and web and also wrote SEO content for blogs and social networking. I also performed CMS web development and maintenance.

Hi Rez Digital Solutions, Vista, CA [2009]

Graphic Design and Marketing Assistant for small print company. I designed a popular line of 38 Native American-inspired greeting cards for tribalprintsource.com. Daily duties included production and design for a wide range of projects such as menus and signs for tribal casinos to business cards and training manuals for cosmetics companies. I also participated in strategic marketing and concept meetings, helped update websites with custom graphics and wrote targeted blogs.

Transworld Media, Oceanside, CA [2004 - 2008]

Art Director, *Transworld Business* and *BMX Business News*. I created original, edgy design concepts and layouts for business magazines. I also provided leadership in creating corporate proposals, brochures, business cards, trade-show booths, packaging, press releases, web banners and multimedia presentations for Transworld's other action sports magazines. I also served as magazines and marketing collateral project manager, and ensured timely completion within page count and budget.

Janis Brown & Associates, Escondido, CA [2003 - 2004]

Production Artist in a custom marketing agency for shopping malls. I honed my layout correction skills in Quark and Photoshop for clean-up, multi-image builds, clipping paths and color correction.

Aquent Staffing, San Diego, CA [2003]

Graphic Designer, creative services department of Maintenance Warehouse. I played a key role in producing the Maintenance Warehouse 2004 Product Catalog. **Graphic Designer**, creative services department of Advanced Marketing Services. I designed advertisements for *Pages Magazine* and provided key creative input for *Uncle John's Bathroom Reader* media kits.

DSCG, Inc., La Mesa, CA [2001 - 2003]

Hired as **Graphic Designer** and promoted to **Art Director** with media management and custom publication company. I worked with an art team to create original design concepts and layouts for multiple magazine titles including *Miata Magazine*, *Cruiser Quarterly*, *Ragtops and Roadsters*, *British Motoring*, *Ford's Inside The Oval* and *SVT Enthusiast*. I also spearheaded the creative completion of proposals, brochures, business cards, trade-show booths, packaging, press releases and multimedia presentations.

NICOLE



SCHMIDT

619.559.4146 - cell

c r e a t i v e

www.nicolebcreative.com

EDUCATION

The Art Institute of Colorado - Denver, Colorado • Associates Degree of Applied Science for Graphic Design - '00.
Dean's list of Academic Excellence - Quarters 1-6, '99-'00.

TECHNICAL

Both MAC and PC platforms of Adobe PhotoShop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe Edge Animate, Adobe Acrobat, QuarkXPress, Flash, Dreamweaver, HTML, CSS, CMS (Orchard, Wordpress, Joomla), Fireworks, Bridge, Microsoft Word, Microsoft Excel, Microsoft Power Point and Microsoft Publisher.

CREATIVE

I express my talent by drawing in pencil, ink, charcoal, pastels, and painting in acrylic, watercolor, and gouache. I show my artwork in various group art shows and had my first solo show in January 2006. Samples of my artwork and graphics portfolio can be viewed on my web site, <http://www.nicolebcreative.com>. You can follow my latest art endeavors on Instagram @nicolebcreative.

REFERENCES

Available upon request