

*nicole
norton*

p: 917.627.1121
e: nicole@remarkablestudios.com
4720 Center Blvd Apt 620
Long Island City, New York 11109



art director

Highly original creative professional with 12+ years of graphic design, project management, new business development, and client management expertise used to deliver high-impact initiatives for globally recognized clients such as MICROSOFT, KRAFT, and JOHNSON & JOHNSON. Visionary translating client concepts into profit-producing campaigns in fulfillment of overall objectives for companies across the financial, pharmaceutical, non-profit, and consumer industries.

- Well-organized, detail-oriented leader excelling in fast-paced, deadline-driven environments, capably managing design teams, vendors, talent, photo shoots, deadlines, and budgets.
- Demonstrated technical proficiency in the Adobe Creative Suite, photography (digital and film), web design and design management.

areas of expertise

Art Direction • Multimedia Campaign Design, Management • Web Design, Maintenance • Creative Briefs
Photo Shoot Management • Design Team Management • Account Management • New Business Development
Budget Management • Client Relations • Overhead Reduction • Vendor Management • Training & Development
Deadline Management • Problem Resolution • Typography • Workflow Management • Presentations

professional experience

Edelman, New York, New York [2004-Present]

ART DIRECTOR

Conceive and design intricate multimedia campaigns for high-profile clients such as AstraZeneca, Bausch & Lomb, Unilever, Pfizer, eBay, Arm & Hammer, Microsoft, Kraft, Johnson & Johnson, and Heinz within strict budget and continually shifting time constraints. Spur new business development by transforming creative briefs and scopes of works into high-impact campaigns generating fees from \$3K-\$250K. Supervise a team of designers and freelancers.

ACCOMPLISHMENTS:

- Escalated new business development by 12% as the manager of the company's oldest and biggest account.
- Honored with an award for team development.

HealthStream, Inc., Nashville, Tennessee [1999-2003]

SENIOR DESIGNER

Spearheaded the design, production, and distribution of corporate and sales collateral and web site design and management. Directed a talented team of photographers and freelance designers. Arranged, budgeted, and procured talent for various photo shoots.

ACCOMPLISHMENTS:

- Slashed expenses by transitioning some material design functions in-house.
- Pioneered a medical technology photo library using internal staff, a project still being successfully used.
- Produced the company's first Annual Report after its initial IPO as one of 2 designers tapped to complete the initiative.



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additional work history

(Full details upon request)

AG Communication Systems, Phoenix, Arizona [1998-1999]

WEB DESIGNER/DEVELOPER

Created graphics for internal and external websites, effectively bridging print and web-based components.

- Trained internal developers on the basic tenets of effective design, product usability, and consumer web interfaces.

Madhouse Net, Ltd., London, England [1997]

PRINT AND WEB DESIGNER

Obtained a 6-month visa to produce promotional ads and print collateral. Innovated and updated internal corporate and external client web sites.

CNN, Atlanta, Georgia [1996]

INTERN TO ART DIRECTOR OF PROMOTIONS

Produced on-air graphics and print material layouts in conjunction with other key personnel. Edited promotional segments for broadcast. Labeled and accurately archived productions for easy retrieval.

education

Masters in Design Management (Merit Award Honors)

Pratt Institute, New York, New York

Bachelors in Graphic Design with a concentration in Photography

University of Tennessee, Knoxville, Tennessee

technical skills

Software: PhotoShop, InDesign, Illustrator, Dreamweaver, Flash, Fireworks, CSS, HTML, dHTML, JavaScript, Microsoft Office (Word, PowerPoint, Excel, Project)

Photography: Digital, Film, Processing, Photo Shoot Direction

Hardware: Macintosh, PCs

