



NICOLE SMITH

310.409.5519

nikkipickle@gmail.com

nikkipickle.com

EMPLOYMENT:

THE DO LAB, INC. + LIGHTNING IN A BOTTLE (JAN 2012 - PRESENT)

- Art Director, Design Department (February 2015 - PRESENT)
Responsible for conceptualizing, designing, and guiding the look/feel of all promotional campaigns including festival art and company branding, and managing a team of in-house artists and freelancers. *Print and web.*
- Signage Department Lead + Print-Shop Manager at Lightning in a Bottle Festival (2013 - PRESENT)
Coordinate pre-event signage requests, staff and volunteer scheduling and management, inventory control throughout install and tear-down, budgeting, and running the onsite print shop.
- Senior Graphic Designer, Design Department (January 2012 - February 2015)
Role evolved over the course of three years from a lead design role, helping to strategize and carry out the concepts set forth by the creative directors, to a department lead role, strategizing promotional campaigns and working with a team of freelancers to meet ever-increasing design needs. *Print and web.*

GUITAR CENTER, INC. (NOV 2005 - JAN 2012)

- Senior Graphic Designer, Marketing Department (2010 - 2012)
Design and Art Direction in charge of various in-home, in-store, and online promotional campaigns, collateral materials as well as certain high-profile event branding. Art Direction over various photo shoots. *Print, web, and video.*
- Graphic Art & Multimedia Manager, Marketing Department (2007 - 2010)
Graphic Designer and Coordinator for various print, video, and online marketing strategies. *Print, web, and video.*
- Lead Designer, Internal Communications Department (2006 - 2007)
Responsible for producing training communications for stores and corporate office, and event design and coordination of bi-annual chain-wide meetings. *Print and video.*
- Junior Designer, Internal Communications Department (2005 - 2006)
Responsible for gathering content, laying out, and printing various training communications to the stores, as well as assisting with video training materials. *Print and video.*

FREELANCE DESIGN (ONGOING)

- Various freelance print and web design clients including concert promotion for El Cid Bar & Restaurant, custom identity systems for Baked LA Vegan Bakery & Ridculous Baking Company, event branding for many Metropolitan Master Chorale and WTF (Women, Trans, Femme) Bicycle events, plus promotional and album art for many local bands, and more. *Print and web.*

EDUCATION:

BFA in Visual Communications from The University of Arizona. Double emphasis in Design and Illustration. (2005)

SKILLS:

Software (MAC): Adobe Creative Suite: Photoshop, Illustrator, InDesign, Bridge, Acrobat, and Flash. Corel Painter, Fontographer, Apple Native Applications, Microsoft Office Suite, etc.

Hardware: Wacom Cintiq, Large Format Printing, Vinyl Plotting, Small Prop & Set Fabrication, Framing and Matting, Screen Printing, Photography, Stage Lighting, Signage Fabrication.