

# NICOLE LAWLOR

## RESUME + PORTFOLIO

920.254.6333

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[nicolelawlor.com](http://nicolelawlor.com)

# NICOLE LAWLOR

## PROFILE

Self motivated, results-oriented professional who thrives in a fast paced environment. Enjoys working on multiple projects and juggling tight deadlines.

## EDUCATION

### **Milwaukee Institute of Art & Design**

Bachelor of Fine Arts in  
Communication Design  
2009 – 2013

### **Marquette University**

Minor in Advertising

## SKILLS

Adobe Acrobat  
Adobe Bridge  
Adobe Dreamweaver  
Adobe Fireworks  
Adobe Flash  
Adobe Illustrator  
Adobe InDesign  
Adobe Lightroom  
Adobe Photoshop  
Squarespace  
CSS  
HTML  
Javascript  
Jquery  
Google Docs  
Keynote  
Numbers  
Pages  
Microsoft Word  
Microsoft Powerpoint  
Microsoft Excel

## CONTACT

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## **EXPERIENCE**

### **Jack Schroeder & Associates, Inc.** | Green Bay, WI

Graphic/Web Designer | 2017 – Present

Create and design responsive web pages and emails, print collateral, branding and national campaigns to rebrand the organization with a modern look and feel. Work directly with the marketing director to solidify concepts for clients in a fast-paced environment of a growing company.

### **Kohler Company** | Kohler, WI

Graphic Designer | 2014 – 2017

Create and develop solutions through visual communication, lead the design and implementation of corporate portals, websites and web-based applications. Produce web interfaces, layouts, site graphics, print ads, posters, major event campaigns and other branding elements such as corporate logos. Work closely with clients to align design objectives with marketing goals and target audiences.

### **Kohl's Corporate** | Menomonee Falls, WI

Creative Designer | 2012 – 2014

Developed branding and design elements for kids, young men's and men's divisions of the Kohl's catalog and direct mail promotional materials. Produced and led design concepts for collateral and promotional materials of the Father's Day campaign which resulted in doubling sales volumes. Created style guide content, including systems of identity marks and patterns for product packaging and other commercial uses of the loyalty program which launched nationwide.

### **Wet Ink & Co.** | Sheboygan, WI

Owner/Freelance Designer | 2013 – Present

Design event materials for World Champion Team, Dollhouse Dance Factory and logos for Ambiance Interior Design Group, Off the Hook and Color Jungle Daycare. Create and foil wedding invitations, save the dates, programs, thank you cards, place cards and favor packaging.

### **Visual Resources Design Group** | Milwaukee, WI

Graphic Design Intern | 2011 – 2013

As part of the in-house agency for The Milwaukee Institute of Art & Design I developed branding, event campaigns, print and digital assets for the Milwaukee Ballet, Florentine Opera, Milwaukee Institute of Art & Design, and many other companies in the greater Milwaukee area. Worked closely with clients to create brand guidelines and design objectives to meet target audiences and event goals.

### **Milwaukee Artist Resource Network** | Milwaukee, WI

Graphic Design Intern | 2011 – 2012

Coordinated branding and advertising campaigns for all events and activities throughout the year. Implemented a new brand image across multiple mediums including bus tails, billboards, print ads, and event signage.

### **KKOM Inc.** | Lannon, WI

Graphic Design Intern | 2010

Developed and executed design concepts for print and web media. Contributed to the production of homepage graphics, weekly newsletters and online advertising. Directed and created branding identities and style guides for two local businesses.



Kohler Festival of Beer See website for more detailed pictures.



Kohl's Direct Mail + Yes2You Campaign



Kellie Pickler Advertisement



Website Design | (Left to Right) lodgekohler.com, ideas.kohler.com, kohler.com/stewardship, kohlerlearningcenter.com



In Celebration of Chocolate See website for more detailed pictures.

IT'S LIKE A NEIGHBORHOOD BLOCK PARTY,  
AND NINE NEIGHBORS ARE CLASSICALLY TRAINED CHEFS.

KOHLER RESTAURANT WEEK | MARCH 29 - APRIL 4

Take the essence of nine classically trained chefs to the streets of your own neighborhood. For seven days, our nine restaurants will present unique yet fun tasting menus featuring handcrafted dishes with locally sourced ingredients-making Destination Kohler the most beautiful region in the world. So dig in to Restaurant Week at Destination Kohler. So close, you can taste it.

DESTINATION  
**KOHLER**

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DESTINATION  
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Kohler PEOPLE Magazine See website for more detailed pictures.

# COLLEGE & INSPIRATIONAL AWARD SCHOLARSHIPS

## KOHLER CO. SCHOLARSHIPS

Dependent children of active associates may apply for scholarships if planning to enroll in full-time undergraduate study at a college, university, two-year college, vocational-technical school, or certification or apprenticeship program for the entire 2016-2017 academic year. The College Scholarship provides \$4,000 per year for four years. The Inspirational Award is a one-time \$1,500 award for students who have overcome significant obstacles to achieve academic success.

## ELIGIBILITY

- Dependent child of an active associate in good standing at Kohler Co. or one of its subsidiaries
- Currently enrolled in the final year of high school
- Associates in the U.S. or Canada who are high school seniors

**APPLY** [scholarshipamerica.org/kohler](http://scholarshipamerica.org/kohler)

**DEADLINE** Feb. 15, 2016

**INFORMATION** Scholarship America (507) 931-1682 or Lauren Hofland at Kohler Co. Corporate Giving (920) 457-4441, ext. 70278, or [lauren.hofland@kohler.com](mailto:lauren.hofland@kohler.com)

Vital to the Community.  
Vital to You.  
Get on Board.



Milwaukee Artist Resource Network  
**BEYOND THE CANVAS**  
*A non traditional plein air event Presented with support from Potawatomi Bingo Casino*  
ZIMMERMAN ARCHITECTURAL STUDIOS | OCT 21&22  
[ArtsInMilwaukee.org](http://ArtsInMilwaukee.org)

RIGHT TURN IN FRONT  
OF BUS IS ILLEGAL



Milwaukee Artist Resource Network Advertisement




# SIX WEEKS TO A MORE INSPIRED LIFESTYLE

## EMPOWER UP PROJECT

NOVEMBER 1 - DECEMBER 13

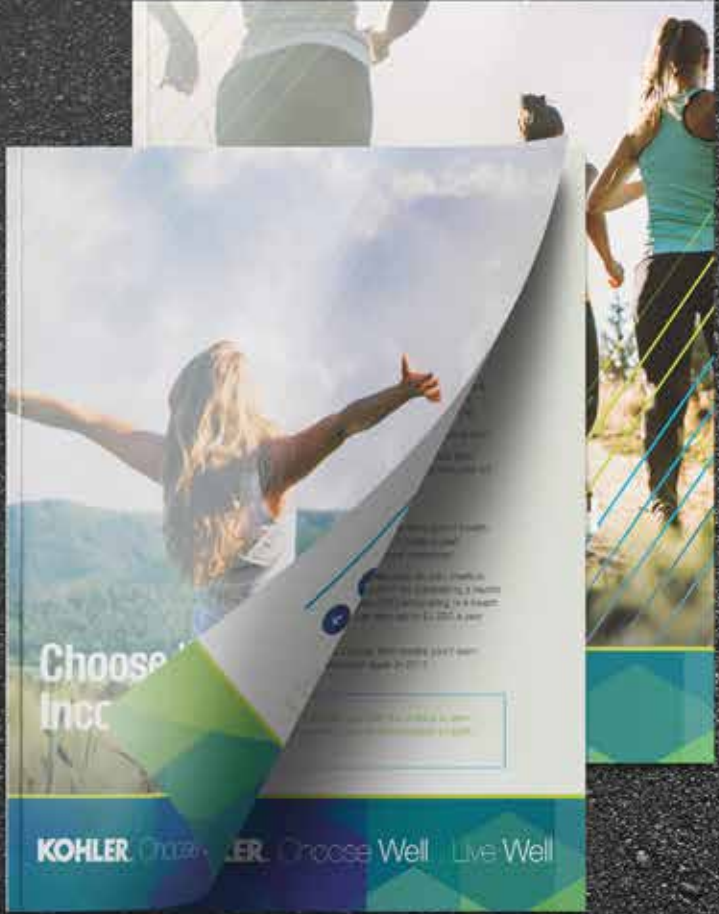
Inspired by Nina Kohler's award-winning work, Sports Core is proud to present the 2015 **EMPOWER UP PROJECT** - a six-week opportunity to achieve a healthier and more inspired lifestyle. Join us now and register for the Seattle City metabolism class.

**JOIN US FOR THE KICKOFF PARTY**  
**THURSDAY, OCTOBER 29 7-9 PM**  
[http://www.seattlecity.gov](#)

**EMPOWER UP PROGRAM HIGHLIGHTS**

- Weekly Physical Wellness Challenges
- Weekly, Biweekly and Monthly
- Six-week weekly Wellness coaching from Alchemy Nutrition to 24-hour Support Line to help stay motivated and more
- One-on-One Personal Coaching available
- Weekly In-person and Personal Trainer 1:1's available
- **EMPOWER UP** Virtual Store
- 24/7 access to local resources





**Open Enrollment**  
ends November 20.

Have you made your benefit selections? If you haven't already made your benefit elections for 2016, visit [www.benefitsenroll.com](http://www.benefitsenroll.com) today. Questions? Call 800-456-1675 to speak with the Kohler Connect team.

**KOHLER. Choose Well. Live Well**

November 2015

**Dear Associate,**

The past year we introduced the first phase of our reimagined Choose Well...Live Well program to strengthen our commitment to the health and well-being of our associates and their spouses. To date the program has included our partnership with HealthMD Health Services, the opportunity to earn Choose Well credits for 2015 and the 10,000 Steps Challenge. Welcome to the program that has taken shape. Overall, 70 percent of associates earned Choose Well credits by completing an online Health Assessment, 35 percent of those who completed the Health Assessment talked with a HealthMD health coach, and more than 1,000 individuals participated in the 10,000 Steps Challenge.

As we continue our progression to an outcomes-based approach to health and wellness, what excites us is your participation in healthy activities or achieving healthy outcomes, the incentive structure of the Choose Well...Live Well program is expanding in 2016. You'll continue to get quality health care coverage, plan choices and good access to providers, and Kohler Co. will continue to pay the majority of your plan cost. The primary changes you'll notice are:

- The requirements to earn Choose Well credits have changed. Last year you needed to complete the Health Assessment to earn your Choose Well credits. In 2016, you'll need to complete a health screening, in addition to the Health Assessment, to earn up to \$250 Choose Well credits (or \$200 if you're part-time).
- If you enroll in a Kohler medical plan, your participation in the health screening and Health Assessment in 2016 will automatically qualify you for a discount on your medical plan contribution rate for 2017.

The associated provider policies created information regarding the Choose Well...Live Well incentive program and key actions to take in 2016, as well as a glimpse at how the program will evolve in 2017 and 2018. It's important for you to carefully review the program details to ensure you take full advantage of the opportunities to focus on your health and well-being and maximize your incentives. If you are married, be sure to share this information with your spouse.

You will receive another important mailing within the next few weeks - your open enrollment materials, including instructions for completing the enrollment process. Open enrollment for 2016 benefit elections will run from November 9 to November 20, 2015.

Please join me in embracing wellness.

*Laura E. Kohler*  
**Laura E. Kohler**  
 Sr. Vice President - Human Resources & Stewardship

Information you will receive	Actions for you to take
Medical Coverage of Dependents (MCO) and dependent health ID	Review and confirm your dependent information
Medical Coverage of Spouse (MCO) and dependent health ID	Review and confirm your dependent information
Health Assessment and Health Screening	Complete the Health Assessment and Health Screening
10,000 Steps Challenge	Participate in the 10,000 Steps Challenge
Choose Well...Live Well program details	Review the program details and take action to earn credits

**10,000 Steps Challenge**

April 20 - June 15

**KOHLER. Choose Well. Live Well**