



paula nichols design

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www.paulanichols.com

GRAPHIC DESIGNER

World-class leadership skills paired with an eye for creative and innovative design. Utilize a wealth of technical knowledge and skills to provide visually appealing end products to clients.

Art Director and Graphic Designer with over 20 years' success delivering creative and innovative projects to a wide variety of clients across several industries. Highly technical with a wealth of knowledge and hands-on experience with creative design tools from Adobe and other providers. Successfully drive projects and teams through the use of motivational techniques. Deliver projects on time and within budget/scope.

AREAS OF EMPHASIS

- Creative Design Projects
- Illustration
- Corporate Identity
- Web & Print Advertising/Marketing
- Client Relations
- Project Management
- Color Management
- Recruiting & On-Boarding
- Training & Development Programs
- Motivational Team Leadership

PROFESSIONAL EXPERIENCE

PAULA NICHOLS DESIGN | SANTA CLARITA, CALIFORNIA

CREATIVE DIRECTOR, 2008 TO PRESENT

Design and deliver creative solutions for corporate Identity, web, mobile, print, and video advertising/marketing campaigns. Drive new business partnerships and sales channels for partners..

SELECTED ACHIEVEMENTS:

- Express clients' brand and corporate identity through a variety of tangible and web-based media. Capture the essence of each client's business through, photography and graphic design.
- Explore new business partnerships and other profitable relationships with several prominent companies and start-ups.
- Maximize the clients' return on investment by an average of 35% through high-impact, low-cost solutions for their advertising and marketing campaigns



Paula Nichols Design

LAMPS PLUS INC. | CHATSWORTH, CA

SENIOR ART DIRECTOR, 2002 TO 2008

Championed all art activities and creative design within the Advertising department. Challenged with improving the aesthetic level of all client-facing advertising and marketing campaigns. .

SELECTED ACHIEVEMENTS:

- Collaborated directly with the company's owner and other management team members during the development of the strategy and launch of key client projects.
- Constructed collateral material that included catalogs, POS materials, billboards, packaging, spot ads, TV spots, and other content as required. Improved client perception and brand presence.
- Hired and built a strong team of design professionals that included Art Directors, Designers, Production Artists, and Photographers. Increased departmental employee retention rate by 98%.

DYNAMEDIA INC. | GLENDALE, CA

ART DIRECTOR/ACCOUNT EXECUTIVE, 1999 TO 2002

Served in a dual-purpose role that serviced both the technical and account management aspect for all clients. Continually explored the market for new business and strengthened relationships with existing accounts..

SELECTED ACHIEVEMENTS:

- Designed and launched a variety of spot ads, POS materials, packaging, and publishing that established the client's brand identity. Directly increased new sales by 28% annually.
- Forged strong relationships with account stakeholders as well as other internal and external business partners. Facilitated transparent communication and relationships based on honesty and integrity.
- Strategically developed creative and innovative marketing campaigns that captivated the client's target audience. Created new, profitable revenue streams.

EDUCATIONAL BACKGROUND

Bachelor of Fine Arts in Advertising & Illustration
Art Center College of Design, Pasadena, California

TECHNICAL PROFICIENCY

Tools:

Adobe Creative Suite	Dreamweaver
Indesign	Microsoft Office
Photoshop	Word
Illustrator	Excel
Acrobat	Wordpress

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