

NICOLE SALOW

nicolesalow.com

CONTACT

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Greater Chicago Area, Illinois

SKILLS

Adobe Dimension
Adobe Illustrator
Adobe InCopy
Adobe InDesign
Adobe Lightroom
Adobe Photoshop
Adobe Premiere Pro
Adobe XD
Canva
ClickUp
Digital Asset Management
Figma
Hubspot
HTML / CSS
Microsoft PowerPoint
Midjourney AI
Shopify
Visual Studio Code
Web Content Accessibility Guidelines (WCAG)
Webflow
Wordpress
Wrike
Zoho

EDUCATION

SAINT XAVIER UNIVERSITY
Master of Applied Computer Science
Web Development

DRAKE UNIVERSITY
B.A. Graphic Design
B.A. Journalism & Mass
Communication

GOOGLE
UX Design Professional Certificate

EXPERIENCE

DESIGNER

PHASE Scientific Americas | September 2024 - Present

- **Brand Management:** Developed comprehensive visual brand guidelines to ensure uniformity across all sub-brands and channels, maintaining brand integrity and enhancing recognition.
- **Web Design:** Lead the visual redesign of INDICAID's Shopify e-commerce site, optimizing the user experience and visual design to enhance usability and boost sales conversion.
- **Product Launch:** Collaborate in the execution of product launches, aligning all design elements with brand objectives to create cohesive and impactful launch materials.
- **E-commerce Optimization:** Led design enhancements for Amazon and Walmart storefronts, optimizing product listings with user-focused design, resulting in a 40% increase in sales.
- **Marketing Campaigns:** Conceptualize and produce engaging designs for digital assets, events, marketing and sales collateral, websites, email marketing, and social media.
- **Production Management:** Managed design project workflows using ClickUp and Ziflow, ensuring efficient tracking, collaboration, and on-time delivery of all assets.
- **Product Photography:** Captured high-quality product imagery in various settings, ensuring consistency across platforms for use in e-commerce and marketing campaigns.

FREELANCE GRAPHIC DESIGNER & PHOTO RETOUCHER

Richardson Portraits | September 2020 - Present

- **Photo Retouching:** Use Photoshop and Firefly AI to enhance over 2,000 portraits through color correction, blemish removal, skin smoothing, background removal, and more.
- **Marketing Design:** Create marketing materials including brochures, flyers, and social media posts to effectively promote products, services, and events.
- **Production Management:** Successfully manage the entire production process for 50+ orders annually while maintaining high-quality retouching standards.

SENIOR GRAPHIC DESIGNER

Spruce Technology, Inc. | August 2022 - January 2024

- **Brand Management:** Spearheaded brand vision across multiple channels, increasing brand recognition by 15% and delivering consistent brand experiences.
- **Website Management:** Maintained the Spruce website through the Wordpress platform while using consistent branding and ensuring seamless user experience.
- **Strategic Brand Alignment:** Defined and executed strategic goals, driving a 20% increase in campaign effectiveness and aligning brand messaging across channels and touch points.
- **Creative Leadership:** Directed all phases of the design process including research, conceptualization, design, and execution for over 150 print, digital and web projects.
- **Comprehensive Marketing Design:** Developed diverse marketing materials such as presentations, social media graphics, event visuals, educational diagrams, email campaigns, and videos to support brand communication.
- **Stakeholder Collaboration:** Managed projects of varying complexity, from creative brief, through development and release, all while working transparently and collaborating with copywriters, directors, executives and other sales and marketing professionals.
- **UX/UI Design:** Led the redesign of the company website, creating wireframes and mock-ups while adhering to WCAG guidelines, resulting in a 20% increase in user engagement and a more seamless and responsive user experience.
- **Project Management:** Proactively evaluated, optimized, and evolved workflows and processes to correct inefficiencies and improve output.



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EXPERIENCE (continued)

MARKETING GRAPHIC DESIGNER

University of St. Francis | August 2019 - August 2022

- › **Brand Management:** Maintained brand consistency between several brand identities to generate cohesive content while maintaining distinctiveness of each sub-brand.
- › **Strategic Adaptation:** Transformed 500+ strategies and creative briefs into branded design solutions, incorporating feedback and ensuring alignment with project goals.
- › **Management & Mentoring:** Guided and mentored a student design team, creating onboarding and streamlining processes and improving team productivity by 25%.
- › **Printing Precision:** Delivered flawless press-ready files, approved proofs, and conducted press checks, ensuring the highest quality, quantity, and cost accuracy.
- › **Workflow Optimization:** Identified and addressed proofing bottlenecks, cutting creative proofing time by 50%, saving significant costs through innovative software and strategies.
- › **Sustainability Co-Chair:** Led sustainability efforts by orchestrating impactful awareness events, managing dynamic social media campaigns, and mentoring student workers to foster a campus culture of environmental responsibility.

GRAPHIC DESIGNER II

Boyd Gaming Corporation | February 2017 - July 2019

- › **Multifaceted Design Expertise:** Designed 50+ advertising assets per month, spanning direct mail pieces, social media ads, signage, large format banners, and digital displays.
- › **Brand Collaboration:** Collaborated with copywriters and design managers to uphold both individual casino and Boyd Gaming brand standards on all creative marketing campaigns.
- › **Print Management:** Led the precise creation of designs from concept to final delivery of print-ready files, adhering to provided specifications for various print production needs.
- › **Training Leadership:** Established an onboarding program for new hires, improving training efficiency and employee performance by offering ongoing mentorship.
- › **Photo Editing:** Performed photo editing tasks to enhance and modify images, ensuring they met the visual standards and requirements of each project.
- › **Project Management:** Recognized project priorities, formulated schedules, established work objectives, and organized work to meet deadlines efficiently.

PRODUCTION ARTIST

Studio 92 Photography | October 2015 - December 2016

- › **Photo Retouching:** Used Photoshop to enhance family photographs through color correction, blemish removal, skin smoothing, background removal, and more.
- › **Custom Album Design:** Created photo albums for photography clients, carefully selecting layouts, themes, and styles to showcase their photos and tell a cohesive visual story.
- › **Marketing Design:** Created marketing materials including brochures, flyers, and social media posts to effectively promote products, services, and events.
- › **Photography Assistance:** Assisted the photographer during both in-studio and on-location photo shoots for high school seniors, sports teams, and families.

All metrics provided in this resume are estimated to the best of my knowledge based on available data.