

HELLO! MY NAME IS

**NICOLE
SALOW**

LET'S WORK **TOGETHER!**

SKILLS

Adobe Illustrator
Adobe InCopy
Adobe InDesign
Adobe Lightroom
Adobe Photoshop
Adobe XD
Android Studio
Atlassian Jira
Figma
Google Workspace
Hubspot
HTML / CSS
Microsoft PowerPoint
Miro
Visual Studio Code
Wrike
Ziflow

LEARNING

Adobe After Effects
Adobe Premier Pro
Javascript
Node.js
React

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

CONTACT

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EXPERIENCE

SENIOR GRAPHIC DESIGNER

Spruce Technology Inc. | August 2022 - January 2024

Brand Strategist: Initiated and led the strategic creation of Spruce Technology's brand identity, aligning with core values for a cohesive image.

Guidelines Architect: Formulated comprehensive brand guidelines, shaping logos, color palettes, imagery, icons, and typography for consistent representation.

Brand Communication Specialist: Effectively implemented and communicated guidelines, resulting in a cohesive and instantly recognizable brand.

UX / UI Design Engineer: Lead website redesign, using Figma to create wireframes, mockups, and a design library that enhanced the user experience with innovative design elements.

Content Design Specialist: Produced impactful marketing materials, from pitch decks to social media posts, aligning with brand guidelines using Adobe Creative Suite.

Project Management Expert: Masterfully managed timelines and deliverables, exceeding deadlines through adept multitasking and meticulous attention to detail.

Cross-Functional Collaborator: Championed collaboration with marketing, sales, proposals, and leadership to create a recognizable brand presence.

Workflow Optimization Strategist: Pioneered the research and integration of creative project management software, optimizing workflows and aligning with company goals.

GRAPHIC DESIGNER (MARKETING)

University of St. Francis | August 2019 - August 2022

Design Leader: Evolved and enforced the university's visual brand identity, managing all aspects of digital and print solutions from concept to completion.

Design Mastery: Conceptualized and applied visual principles to create 35+ monthly branded assets, emphasizing typography, composition, color theory, and hierarchy.

Strategic Translation: Translated strategies and requests into branded design solutions, ensuring alignment with project goals as the primary designer.

Collaborative Leadership: Nurtured strong, proactive relationships with cross-functional teams, fostering collaboration and effective communication as the lead designer.

Precision in Printing: Provided flawless press-ready files, approved proofs, and conducted press checks to ensure the highest quality, quantity, and cost accuracy.

Management and Mentoring: Managed, mentored, and personally created all design work, implementing an onboarding program for design student workers to streamline processes.

Efficiency Innovator: Identified and addressed proofing bottlenecks, introducing innovative software and strategies to cut creative proofing time by 50% and save significant costs.

Sustainability Co-Chair: Planned and executed awareness events, oversaw social media, and managed sustainability student workers.

GRAPHIC DESIGNER II

Boyd Gaming Corporation | February 2017 - July 2019

Design Management: Managed fast-paced design work across multiple campaign deadlines with seasoned efficiency and meticulous attention to detail.

Multifaceted Design Expertise: Designed 50+ print and digital advertising assets, including billboards, direct mail pieces, social media, and marquee images using Adobe Creative Suite.

Brand Collaboration: Collaborated with copywriters and design managers to uphold both individual casino and Boyd Gaming brand standards on all creative marketing campaigns.

Training Leadership: Established an onboarding program for new hires, overseeing new employee training and providing continuous guidance and mentorship to trainees.

PRODUCTION MANAGER

Studio 92 Photography | October 2015 - December 2016

Image Enhancement Specialist: Retouched family and senior portraits from RAW files, designed custom albums and wall art, and created social media content.

Photography Assistant: Assisted the photographer during both in-studio and on-location photo shoots for high school seniors, sports teams, and families.