

# nicole pollack

GRAPHIC DESIGNER • ART DIRECTOR

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## about

- A keen eye for all different styles of design
- Strong organization and time management skills
- Excels at building and managing strong working relationships
- A self-starter with a great sense of humor.

## skills

Adobe Creative Suite; Indesign, Photoshop, Illustrator, Acrobat, Salesforce, Workfront, PowerPoint, Figma

## work experience

**Houghton Mifflin Harcourt/Heinemann Publishing** • Portsmouth, NH • 10/2014 - 07/2023

Senior Marketing Designer

- Successfully designed a dynamic array of digital and print assets, including visually captivating campaigns, emails, social media graphics, ads, and e-commerce imagery. This design initiative played a key role in driving success and enhancing customer engagement for promotional campaigns, professional books, and reading programs.
- Achieved and maintained brand and visual identity consistency across multiple brands and marketing materials.
- Effectively delegated tasks within the design team, contractors, and personally to ensure projects were consistently completed on time.
- Pioneered the implementation of project management software, resulting in a 20% boost in overall productivity and a 15% reduction in project completion time.
- Collaborated with video, social media, and email teams to create impactful visuals across landing pages, digital channels, and various social media platforms.
- Successfully identified and implemented process improvements in collaboration with project managers and business partners, driving change and innovation.
- Played a key role in managing and curating creative assets, design resources, and branding guides for enhanced brand consistency and cohesion.
- Designed compelling visuals for industry events, trade shows, and internal events and meetings.

**Hawthorn Creative** • Portsmouth, NH • 03/2006 - 10/2014

Senior Designer

- Spearheaded creative design for custom digital and print projects, specializing in high-end hospitality, including bespoke magazines and tailored marketing collateral for resorts, hotels, and tourism destinations.
- Cultivated collaborative client relationships by understanding business intricacies, enhancing brand awareness, and generating heightened interest.
- Achieved significant budget savings by identifying and partnering with cost-effective printing vendors, showcasing adept resource optimization.

**Teen Magazine** • New York, NY • 10/2000 - 03/2006

Art Director

- Orchestrated the success of the art department and led a high-performing team of three professionals, ensuring precision in production schedules and deadlines while maintaining top-notch product quality.
- Provided art direction, spearheading the design and production of special advertising sections, marketing collateral, and promotional material for impactful brand representation.
- Art directed all photoshoots and video shoots with finesse, driving the visual narrative for new campaigns, product launches, and events.
- Cultivated collaborations with external vendors and partners, demonstrating effective negotiation and management skills.

**Newbridge Educational Publishing** • New York, NY • 10/1998 - 10/2000

Editorial Designer

- Led the strategic design and production of educational materials, from teacher guides to student editions, workbooks, packaging, and prototype designs for picture books and catalogs. Resulting in compelling and effective resources that enriched the learning experience for educators and students.
- Orchestrated the artistic direction for photoshoots, elevating the visual and cohesiveness resulting in the overall quality and appeal of the content.

**Random House Children's Publishing** • New York, NY • 09/1995 - 10/1998

Design Coordinator

- Designed on-brand packaging, print, and point-of-sale solutions for diverse book series and movie tie-in campaigns, enhancing market visibility and boosting sales.
- A pivotal liaison and key contact for demanding clients, ensuring seamless communication through proactive engagement and tailored solutions.

## education

Bachelor of Fine Arts • University of Connecticut • Storrs, Connecticut