

nicolett sziatinszky



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www.sziadesign.com

let's connect

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EDUCATION

AUG 2009 - DEC 2012

Bachelor of Arts in Graphic Design

UNIVERSITY OF SAN FRANCISCO

Magna Cum Laude

SKILLS

Experienced in:

- Adobe Illustrator
- Figma
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- HTML/CSS
- Wordpress
- Woocommerce
- Microsoft Office
- Constant Contact

- Hardworking and quick learner
- Organized and able to multitask effectively
- Experienced at working with other teams to complete a project
- Great with meeting deadlines and working under pressure
- Able to take a project from concept to completion
- Experienced in print and digital media

WORK EXPERIENCE

2021 - 2022 | *iFIT*

SENIOR VISUAL DESIGNER

- Created paid social media advertising as well as Amazon, Google, and Apple App Store campaigns to help in acquisition of new users.
- Responsible for creating and implementing email campaign ideas targeted at expiring and churned users that helped to generate over 2 million in renewal revenue.
- Created animated GIFs and social media videos using After Effects and Photoshop
- Worked on store displays, product packaging, ads, brochures, and pull up banners for various retail products and events.
- Created digital ads based on customer persona data to cater ads to specific target markets for a higher likelihood of engagement.

2013 - 2021 | *Earthly Body, Inc*

ART DIRECTOR & WEB DESIGNER

- Developed multiple brand identities from start to finish, including conceptualizing design, creating mockups, reworking the design based on feedback, and creating print-ready files.
- Designed logos, labels, unicartons, POP Displays, presentations, trade booth designs, and various marketing pieces, including brochures, catalogs, shelf talkers, store signage, email marketing, and digital/print ads for the company's 7 brands.
- Established and maintained style guides and ensured brand consistency across all mediums.
- Helped to design and create a multi-brand eCommerce website that would allow customers to shop from our multiple brands and checkout in one place for a quick and easy shopping experience.
- Prioritized and managed multiple projects in a fast-paced environment with quick turnaround times.

2011 - PRESENT | *SziaDesign*

FREELANCE GRAPHIC DESIGNER

- Experienced in working across a variety of industries including beauty, real estate, hospitality, wellness, automotive, wedding, and retail.

2012 | *University of San Francisco, Office of Communications & Marketing*
DESIGN INTERN

- Assisted with designing postcards, flyers, graphics, envelopes, and web banner ads for various departments.
- Gained experience with working under deadlines and the process of production.

