

Nicole Watson

DIGITAL DESIGN SPECIALIST

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TECHNICAL SKILLS

InDesign

Illustrator

Photoshop

Email Design

Social Media

Blog Design

HTML & CSS

EDUCATION

M.S MARKETING /DIGITAL MARKETING

Southern New Hampshire University
2020 - 2023

B.A. MEDIA ARTS / GRAPHIC DESIGN

Southern New Hampshire University
2016 - 2019

A.A.S FINE ARTS/GRAPHIC DESIGN

Art Institute of. New York, Rochester, NY
2010 - 2012

PORTFOLIO

www.colesportfolio.wixsite.com/sheiscole

EMAIL DESIGN

Created emails for months at a time for Riverbend Home, using Photoshop and Klayvio.

WEB DESIGN

Updating monthly homepage and sale page for Riverbend Home, using Shopify and Photoshop.

SOCIAL MEDIA DESIGN

Created multiple social media posts per day for Riverbend Home, using Photoshop, Illustrator, and Rush.

PROFESSIONAL PROFILE

Digital Design Specialist with 3+ years of experience in the management of the complete design process, from conceptualization to delivery. Skilled with Adobe Creative Suite Photoshop, Illustrator, Rush, InDesign), Microsoft Office Suite, and web design applications (Dreamweaver, HTML). Able to communicate thoughts into designs that meet brand guidelines.

PROFESSIONAL EXPERIENCE

DIGITAL DESIGNER

F.W. Webb, Bedford, MA / 2021 - Present

Creating digital email content for web and mobile, updating SEO on website, send proofs of emails, creating slideshows, creating content formatted for Instagram, Pinterest, and Facebook, collaborating with team to create trending content, light text editing.

GRAPHIC DESIGN INTERN

SharkNinja, Needham, MA / Mar 2020 - Aug 2020

Creating digital email banners for web and mobile, updating booklets and packaging for print, uploading for print, project management, collaborating with team to create final files for production, light text editing.

GRAPHIC DESIGN INTERN

Vertex Pharmaceuticals, Boston, MA / Jan 2019 - Jun 2019

Creating digital signage for company events, creating award ceremony collateral, designing PowerPoint slide, designing posters and handout cards, taking photos at events, scheduling meetings, updating current documents, designing within brand standards, working directly with creative director to produce all digital collateral.

GRAPHIC DESIGNER / OFFICE MANAGER

WindowBook Inc., Cambridge, MA / 2016 -2018

Designed and maintained monthly newsletter, printed, and mailed newsletters, invoicing, receiving payments, digital and physical filing, printing checks, creating product codes, bank deposits, answering multi-line phone, creating how-to booklets, training new employees, filing HR paperwork, organizing, and attending video calls, ordering office supplies, shipping and receiving, stocking kitchen.