

# NICOLE DAY

## GRAPHIC DESIGNER

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## PROFILE

- 15 years experience designing customer-facing product presentation.
- Designing print, packaging, and logos.
- Multinational organization experience anchored by simple style design.
- Lifelong passion for design and art.

## EXPERIENCE

### Multimedia Specialist

#### Penn State University

*College of Agricultural Sciences,  
Communications and Marketing,  
Digital Education*

NOV 2015 - PRESENT

- Collaborate with a team of instructional designers to develop various, visual products that support online course concepts to enhance student learning.
- Design, produce, and edit visual educational products such as videos, graphics, motion graphics, and animations.
- Manage multiple projects to consistently meet deadlines.
- Operate all studio equipment including camera, lighting, and audio.
- Utilizes Penn State branding, accessibility, and copyright law requirements.
- Expert knowledge of Adobe Creative Cloud, media trends, and best practices.

### Weather Graphics Producer

#### AccuWeather

MAR 2015 - NOV 2017

- Created animations and graphics for AccuWeather digital and paper clients.
- Helped to lead the production and implementation of video weather graphics.
- Trained and mentored broadcasters and other producers in creating their own weather graphics, as well as using programs.
- Worked closely with meteorologists, broadcasters, and producers to help prepare accurate on-camera video weather forecasts both live and taped.
- Consistently delivered high quality graphics with minimal lead time.
- Collaborated with Meteorologists to create consumer friendly graphics from complex scientific data.

### Newspaper Production Artist, Shift Manager, Leader of Continuous Improvement Group

#### AccuWeather

APR 2007 - MAR 2015

- Created and designed maps and newspaper pages for clients around the world, under strict deadlines, while meeting high standards of quality.
- Elucidated employee concerns and issues during continuous improvement meetings through which we coordinate available resources to improve efficiency by eliminating duplicated efforts and misdirected goals.
- Managed Weekly oversight of department metrics to ensure consistent quality of outgoing products which meet or exceed company standards and customer expectations.

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## EXPERIENCE (CONTINUED)

Graphic Designer, Photographer

Shop•Vac

JUL 2006 - SEPT 2007

- Photographed various products for use in the design and creation of labels, ads, cartons, and logos.
- Created product packaging, advertisements, logos and labels from the initial design phase through print and distribution including projects utilized in national advertising campaigns.

## EDUCATION SKILLS

Bachelor of Science Degree,  
Graphic Design

Pennsylvania College  
of Technology

2006

### PROFESSIONAL

- Logo Design
- Video Post-Production
- Graphic Design
- Photography
- Videography
- Typography
- Corporate Identity
- Computer Graphics
- Advertising
- Point of Purchase
- Painting
- 2D Design

### EXPERTISE

- Adobe Illustrator
- Adobe Premiere Pro
- Adobe Photoshop
- Adobe After Effects
- Adobe InDesign
- Adobe Audition
- Techsmith Camtasia
- Microsoft Word
- Microsoft PowerPoint
- Windows
- Mac