





nikki always

art director

objective

Seeking a Mid-Senior Art Director position in a full service advertising agency that focuses on conceptual campaigns. My background in creating conceptual campaigns social & digital advertising allows me to create ads that meet and surpass business objectives.

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awards

2020 Young Glory · Professional Silver Award
Brief 6 (Entertainment client)

2019 ANA B2B
Masters of Marketing · Award of Excellence
Autodesk

2017 Young Glory · Professional Silver Award
Brief 6 (women's health client)

2011 AMA Competition · National 3rd place winners
Nintendo Wii

skills

Campaign Concepting	Self-motivated
Presentation Skills	Eye for details
Time Management	Graphic Design
Communications	Typography
User Experience	Design Systems
Brand Development	Digital Media
Teamwork	Problem Solving

software

Photoshop	Keynote
Illustrator	Premier Pro
InDesign	Figma
Sketch	Microsoft Office
After Effects	Google Docs

education

Ad House NYC – August 2020 & June 2021

Miami Ad School, San Francisco – May 2015

University of Nevada, Las Vegas – May 2011

organizations

- The Greater San Francisco Ad Club**
Program Chair 2023

experience

art director

RAPP · San Francisco

July 2017 – Present

- Conceptualize and execute domestic and global campaigns, for B2C and B2B clients that spanning across the marketing funnel & customer journey while on tight timelines, on budget and on brief
- Overseeing the visual direction and campaign development of all executions while managing multiple projects and clients to include 100+ assets (print, OLV, digital, social, and more)
- Implement ideas and concepts into comps and/or layouts
- Participated in TV development, shoots, and editing
- Managed, mentored, and inspired vendors, freelancers and interns through project completion, with aiding in production
- Collaborated and helped win pitches for clients in B2C (technology, healthcare, and financial services) and B2B (finance & technology)
- Managed photography shoots, in-person & remotely, as well as participated in press checks
- Worked alongside creative directors, strategy and client services to creatively solve client's business problems
- Created design systems that aligned and expanded client's branding
- Participate in presentations of concepts and project decks to internal teams and contributed in client presentations
- Doubled social media engagement for Visa Developer Twitter channel
- Increased engagement by 300% and was rated Top 6 in tech-sponsored content on LinkedIn for Autodesk client
- Launched new product in a new category using video, paid social media, YouTube pre-rolls and a commerce website for a brand, educating and generating trust with mothers of infants

art director

Organic · San Francisco

April 2016 – July 2017

- Conceptualize and executed prototypes, mobile, and interactive experiences for the future of the customer banking, including user interface and user experience design with cutting-edge technology.
- Designed websites and online experiences within strict brand and back-end development guidelines
- Launched multiple conceptual web banners and landing pages totaling more than 100,000 views
- Utilized creative branding and engagement efforts
- Promoted and inspired professional development and growth through mentoring and leadership
- Collaborated with peers on marketing and creative efforts

art director resident

EVB · Oakland

July 2015 – Dec. 2015

- Redesigned and produced the Facebook Awards website
- Created social media campaigns by being extremely resourceful for limited budgets
- Designed and wrote Jameson Instagram posts
- Generating clear ideas and concepts
- Understanding initiatives while implementing visions and ideas
- Created influential social media campaigns

clients

servicenow

WELLS FARGO

paloalto
NETWORKS

AUTODESK

AMERICAN FAMILY
INSURANCE

PNC BANK

aimmune
THERAPEUTICS

VISA

CORNING

ebay

BIG HEART
PET BRANDS

JAMESON