

# Nicole Prestano

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## education

### BFA in Graphic & Interactive Design

Monmouth University  
West Long Branch, NJ  
2017 – 2021

## systems & platforms

### Adobe Creative Suite

Photoshop  
Illustrator  
InDesign  
XD (Experience Design)

Lightroom

Premiere Pro

After Effects

### Email & Text Message Marketing

Klayvio

Attentive

Mailchimp

### Social Media Management

Instagram

TikTok

Facebook

### Microsoft Office Suite

Word

Powerpoint

Excel

## skills

Typography

Color Theory

Branding

Layout Design

Illustration

Logo Design

Photo Retouching

## experience

### Visual Designer for BrightLine

March 2023 – Present | *Remote*

- Design and develop interactive ad campaigns for top advertisers, brands, and Fortune 500 companies to create exceptional enhanced experiences on TV/OTT
- Take ownership of the design process throughout the entire campaign lifecycle, from conceptualization to execution, ensuring timely delivery and high-quality output
- Collaborate closely with the Creative Director to tackle marketing initiatives, including creating presentations, one-sheets, and emails
- Provide creative support for sales initiatives by creating designs, presentations, and written concepts that effectively drive client acquisition and revenue
- Adapt and design within a multitude of different brand categories and aesthetics

### Brand Manager for Aquatalia | The Saadia Group

January 2022 – March 2023 | *New York, New York*

- Executed daily email campaigns to a subscriber base of 100,000+ and collaborated with experts to design customized email flows that ensured high-quality deliverability and enhanced customer experiences
- Responsible for designing various marketing assets, including website banners, social media content, multi-size digital advertising banners, and in-store print collateral
- Created animated gifs, edited videos, and generated innovative and engaging creative content to enhance the overall brand image and online presence
- Took ownership of creating brand catalogs presented to buyers, showcasing seasonal product offerings
- Played a key role in the seamless transition of Aquatalia to the company's marketing platforms and best practices during acquisition

### Graphic Designer for S3Holding eCommerce Fashion | The Saadia Group

August 2021 – January 2022 | *New York, New York*

- Designed daily emails and text message gifs for three brands, leading to subscriber growth and increased revenue
- Owned creation of advertising materials and content, ensuring consistent brand identity across multiple channels
- Assisted in the end-to-end creative direction of photoshoots, including styling, model scouting, on-set TikTok content creation, and final photo editing
- Promoted to the company's first luxury brand within five months of employment

### Freelance Visual Editor for Byrdie & Brides Digital Publication

October 2021 – October 2022 | *Remote*

- Created graphics to illustrate and centralize information from an article into one landing page and header image
- Selected and sourced visually appealing images to enhance the reader's experience throughout articles
- Adapted to the brand aesthetic of both Byrdie and Brides, ensuring that all imagery was inclusive, relevant, and authentic to their respective voices
- Successfully managed remote work environment, implementing an efficient schedule to meet deadlines and collaborate effectively with the team