

# NICOLE FREEBERG

*Graphic Designer*

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## PROFESSIONAL SUMMARY

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Graphic Designer with 7+ years of experience in crafting compelling digital marketing visuals across multiple digital platforms. Demonstrates expertise in Adobe Design Suite, UX/UI, Illustration and Branding, designing and leading creative teams to produce innovative and effective design solutions. Passionate about enhancing brand identity and engagement through strategic design and collaboration. By furthering my education and experience I have raised my position from junior designer to creative director.

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## EMPLOYMENT HISTORY

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### INTERN & CONTRATOR

*El Paso Museum of Art*

May 2016 - Dec 2017

*1 Arts Festival Plaza, El Paso, TX 79901*

- ◆ Designed digital and print works for art installations, upcoming events, and educational programs.
- ◆ Worked on catalogs, stationery, posters, logos, social media ads, decals, and art installation signage.
- ◆ Created custom illustration designs for event posters.

### GRAPHIC DESIGNER

*CK Advertising*

Mar 2018 - Oct 2018

*Lakewood, CO*

- ◆ Designed captivating visuals for diverse marketing campaigns, elevating brand identity and client engagement. Introduced fresh design concepts, boosting project success rates.
- ◆ Designs include auto dealership digital assets for websites, logos, header images, catalogs and other digital assets for car dealerships

### JUNIOR DESIGNER - CREATIVE DIRECTOR

*Clicks and Clients*

Oct 2018 - Dec 2024

*1550 Wewatta St floor 2, Denver, CO 80202*

- ◆ Started as a junior designer to becoming the creative director.
- ◆ Designed all digital social media ads for all creative clients.
- ◆ Designed for all social media platforms: Facebook, Instagram, Tiktok, Youtube, and Google.
- ◆ Designs included static, motion and video ads.
- ◆ Designed other digital assets including catalogs, logos, slide decks, stationery, invitations, webpages, pitch assets, branding materials, blogs and digital packaging.
- ◆ Managed the design team by delegating tasks, creating design task and giving creative feedback to ensure ad success rate.
- ◆ Resourced all ugc creators and wrote all social media ugc video scripts.
- ◆ Organized creative department budget and billing.
- ◆ Furthered education in social media ad courses.

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## SKILLS

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Proficient in Adobe Design: Photoshop, Illustrator, Indesign, and After Effects (*Experienced*), Layout Design (*Experienced*), Experience in Digital Marketing Ads across all platforms (*Experienced*), Microsoft Office (*Skillful*), Branding, UXUI, and Illustration design (*Experienced*).

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## EDUCATION

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### BACHELORS DEGREE IN FINE ARTS

*The University of Texas At El Paso*

Aug 2011 - May 2017

*500 W University Ave, El Paso, TX 79968*

Graduated with a double major in graphic design and drawing.

Participated in graphic design portfolio shows.

### UX CERTIFICATION

*UXUI programs*

May 2020 - Aug 2020

*Online*

Received my online certification in UX and UI design from an online program.

## INTERNSHIPS

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### GRAPHIC DESIGNER INTERN

*Creative Kids*

May 2015 - Aug 2016

*504 W San Francisco Ave, El Paso, TX 79901*

Assisted Graphic Design Instructor with educational programs for after school art programs.

Assisted students on learning the basics of Adobe design programs.

Assisted Photography instructor with photo and design assignments.