

Carol Matthews-Nicoli

Efficient, organized and insightful designer with strong collaborative skills, specializing in social/digital media and brand marketing.

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education

Pratt Institute

Brooklyn, New York | Graduated 2009

BFA: Communications Design

Concentration: Graphic Design and Advertising

Dale Carnegie Training

New York, New York | March 2010

Dale Carnegie Course: Sales and Human Relations

honors

Dale Carnegie Human Relations Award: three times

Pratt Circle: Graduated with Honors 2009

President's list at Pratt 2006 – 2009

Dean's list at Pratt 2005

Awarded Merit Based Scholarship 2005 – 2009

skills

Adobe CS5 Suite

Expert in: Photoshop. InDesign. Illustrator.

Knowledge of: Flash. Dreamweaver.

HTML/CSS

WordPress

Microsoft Suite

experience

Atmosphere Proximity BBDO | Interactive Art Director

New York, New York | May 2011 – Present

:: Concepting and design of digital media experiences through to production for corporate and leisure clients including Citi Bank, Marriott, Qualcomm, and Visa.

:: Developed fantastic working relationships with fellow art directors, copywriters and production artists, contributing to overall joyous productivity.

Camp Dreamcatcher | Art Director

Brooklyn, New York | Aug 2009, 2010, 2011

:: Worked with partner art director to conceive and execute animation/film projects while volunteering at a camp for children affected by HIV.

:: Organized and empowered group of inner-city teens by teaching them the basics of film/animation for their senior art project.

Scholastic | Designer

New York, New York | March 2011 – May 2011

:: Produced graphics for Scholastic's current e-commerce and educational websites.

:: Contributed to building out elements of upcoming redesign.

Mammoth Advertising | Designer

Brooklyn, New York | May 2010 – Feb 2011

:: Creative production on digital media campaigns for entertainment and publishing clients, including Showtime, NBC Universal, IFC Films, Sony Home Entertainment, HarperCollins, and The Weinstein Company.

:: Designed and maintained web presence for the above clients, including Flash banners, websites, email newsletters, games, and Facebook tabs.

Strut NYC and BrooklynArtProject | Social Media Consultant / Designer

Brooklyn, New York | May 08 – Present

:: Worked closely with Creative Director on brand development and implementation across print (posters, identity, brochures) and digital media (websites, enewsletters).

:: Managed social media network and web presence of BrooklynArtProject.com, using Twitter, Facebook, StumbleUpon, Digg, SocialOomph, WordPress, et al.

Peabody & Co | Production Assistant

New York, New York | Nov 2010 – Present

:: Assisted the production crew for commercial video shoot by anticipating the needs of the director, and coordinating props.

thinkStory.biz | Designer

Los Angeles, California | Sept 08 – Jan 09

:: Worked closely with owner to develop a complete brand identity including logo, business card, promotional materials and website.

Egg Design | Production Designer / Intern

Waltham, Massachusetts | June 06 – July 06

:: Assisted partners with graphic art production work, the quality of which quickly lead to more complex creative jobs.

:: Contributed to company efficiency by organizing/managing their web projects.