elationbydesign.com
nikki@elationbydesign.com

nichola americanos

summary

8+ years of experience consulting in design and marketing for agency, start-up, small businesses and Fortune 500 companies. Focus on creative direction and UX design using a humanistic and strategic design approach. Also expertise in visual design, branding, ethnography, social media, content development, and copywriting.

experience

Anheuser Busch - CardioDX - College Track - Covidien - ebay - GeoWord - Informatica - Jan Michaels Jewelry
Microsoft - NaturMade - Nestlé - Omnicell - Pearson - Salt Marketing - VanderMade - WCG World

HIGHLIGHTS

Veterans Claims United - Designer & Project Manager (Aug 2022 - Jan 2026)
Vetted, hired and oversaw design team for branding, web development, blog writing, SEO and advertising. Designed website and inteface for Veterans disability claims calculator.

GeoWord - UX Designer & Art Director (July 2019 - May 2022)
e-commerce design, development and branding for EU-based recruiting servcies company using Shopify. Oversaw customization, art direction, coding team, 3rd party apps and content.

College Track - Social Media Content Manager (May 2018 - Sept 2020)
Content producer and consultant for their primary national social media platforms. Collaborated wtih Marketing to develop strategy and campaigns, and ad buys.

Jan Michaels Jewelry - UX Designer & Art Director (June 2014 - Sept 2019)
e-commerce creative and producer for desktop and mobile platforms for 3,000+ items of fashion women's jewelry. Responsible for customization, managing remote development team, photographers, retouchers, CRM, and digital advertising.

Monvera Glass Decor - Researcher & Designer (Jan - Aug 2104)
Technical writer and information designer for development of detailed operation manual for key technical roles in unique and complex printing process.

TransEnergy - Designer (Jan - Dec 2013)
Designer and brand consultant to develop 8 sales presentations targeting sectors for solar energy in emerging markets. Included infographics and animations of key concepts.

elationbydesign.com
nikki@elationbydesign.com

nichola americanos

related experience

Developed trademarkable brand names for technology products/services, including MS Vista OS -
Trained in Goal-Directed design for consumer and enterprise-level systems -
Designed version 1.0 of Informatica's UI business analytics platform for consumers -
Re-designed various UI elements for ebay and recipient of ebay interaction award -
Designed UI for a schema designer web application to manage enterprise-level data models -
Conducted ethnographic study on manalive violence prevention program in local jails -
Stylist for props and clothing for *Dockers* and other editorial and advertising projects -

technical skills

Microsoft Office, including Word, PowerPoint and Excel -
Adobe Creative Suite, including Photoshop, InDesign, and Illustrator and Premiere -
Figma, Sketch, and a variety of AI development tools -
CMS - Shopfy, Wix, Mindbody and AmeriCommerce -

education

S.I. Newhouse School of Public Communications (1993)

Syracuse University, Syracuse, NY
B.S. in Journalism and English Textual Studies
Minor in Advertising and Religion