

9/A nina wesler

CONTACT

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TOOLS

After Effects
Illustrator
InDesign
Photoshop
HTML & CSS
Sketch
Wordpress CMS

SKILLS

Art Direction
Branding + Identity
Contemporary Art
Copywriting
Digital Advertising
Illustration
Motion Graphics
Outdoor Media
Packaging Design
Print Design
Project Management
Public Speaking
Web Design

EDUCATION

AAS GRAPHIC DESIGN
Seattle Central Creative
Academy

BFA PRINTMAKING
cum laude, honors + distinction
Ohio State University

BA ARTS & SCIENCES
Ohio State University

PROFILE

I am a visual designer with five years of experience solving business problems through digital advertising, social, print, and outdoor media. Through meaningful design, I am committed to elevating the human experience.

EXPERIENCE

DIGITAL PRODUCTION DESIGNER

Tommy Bahama | Aug 2019 -

- Designed and built Sustainability website coordinating with multiple internal and external stakeholders on an acute time line
- Built a standardized email template system and evergreen library of assets and styles to be utilized in all digital communications
- Developing Digital Design Style Guidelines (*Ongoing*)
- Lead design on Flipside Summer 2020 omni channel marketing campaign; refined and executed Holiday '19 Flipside campaign across multifold consumer touchpoints
- Created look and feel for Spring 2020 print and digital style; implemented shared Adobe Cloud libraries, streamlining consistency and speed across teams
- Designed UI library of scalable iconography to be applied to print and digital media
- Redesigned Narvar; created standard template for production in addition to a multitude of internal design templates

GRAPHIC DESIGNER

Museum of Pop Culture | Aug 2018 - June 2019

- Led visual identity and branding strategy for seven major campaigns resulting in new revenue streams for the organization
- Drove art direction for blockbuster fashion exhibition—including outdoor, print, and social media—which resulted in 23% of quarterly online revenue
- Initiated creative direction and executed designs for four events and one exhibition during 31 Days of Horror, which performed 32% better than the year's average

BRANDING TEAM LEAD

Portshowlio 2018, Seattle Central Creative Academy | March - June 2018

- Elected by class to lead a team of seven
- Delivered brand ahead of schedule and upheld its integrity through production
- Initiated and directed a Pop-Up Gift Shop to fundraise for the SCCA class of 2019

GRAPHIC DESIGN INTERN

Wildern Design and Interactive | May 2017 - May 2018

- Executed five sold-out events while managing *Design Happy Hour* creative workshops
- Developed Wildern's brand guidelines
- Managed vendors, projects, and communications both internally and client facing
- Designed for production, packaging, print, branding and identity, UX/UI, responsive Wordpress web design, content strategy, and social media