

nina wesler

CONTACT

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ninawesler.com

FOCUS

Art Direction
Branding + Identity
Digital Products
Illustration
Motion Graphics
UX/UI Centered Design
Web Design

TOOLS

After Effects
Adobe XD
Figma
HTML & CSS
Illustrator
InDesign
InVision
Microsoft Office Suite
Photoshop
Sketch
Wordpress CMS

EDUCATION

AAS UX/GRAPHIC DESIGN

Seattle Central Creative
Academy, 2018

BFA PRINTMAKING

cum laude; honors + distinction
Ohio State University, 2009

BA ARTS & SCIENCES

Ohio State University, 2009

EXPERIENCE

CREATIVE DESIGNER II – Tommy Bahama | Apr – Aug 2021

- Responsible for development and delivery of digital and print experiences within the TB ecosystem (web, e-comm, email, paid/organic social, offsite ads, restaurant and in-store signage, mailers) optimizing design processes and driving business growth.
- Drove creative end of Digital Transformation from research, strategy, and UX to concepting, UI, and multi-phase launch, operating on a lean team. Worked alongside e-commerce and collaborated with internal and external partners to ensure all enhancements focus on user-centric best practices and align with usability and accessibility standards.
- Built and implemented scalable, agile design systems, templates, and toolkits allowing our creative team to shift within tight timelines due to evolving business needs while ensuring consistency of brand and creative across all print and digital customer touch points.
- Owned art direction and design on Fall '21 Boracay BOGO working with EVP of Design, Product Development & Marketing. Managed creative strategy collaborating with internal/external clients, directed editorial photoshoot, delivered print + digital campaign, site experience, animation, promotional emails, and flexible design toolkit to respond to site reskin unfixed live date.

DIGITAL DESIGNER I – Tommy Bahama | Feb 2020 – Apr 2021

- Worked with Sr. VP of Marketing & Creative and Creative Director of Imagery to develop creative concepts for digital campaigns and new product launches.
- Owned design and authored creative direction for client and creative team utilization including: 17 omni-channel campaigns; 3 seasonal style guides; Restaurant & Marlin Bar brand guidelines; IslandZone® and Sun Shelter™ labels; Sustainability; as well as multiple promotional events.
- Notably, the Summer 2020 Friends & Family omni-channel campaign exceeded all KPIs generating net sales of \$11.38M, increasing email revenue 84.7% YoY, and setting a record for the biggest volume day ever with VIP Early Access launch. In a challenging environment, e-comm carried retail and outlet losses from closures due to COVID, beating reforecast.
- Owned development of Restaurant & Marlin Bar experiences. Concepted and successfully launched Cocktail Club brand to cross-market across social, email, e-comm, and restaurant channels. Cocktail Club grew to pre-made cocktails, a cornerstone of take-home mealkits through restaurant closures.
- Worked with Sr. Manager of Email Marketing to translate product positioning, existing research, and marketing strategies into effective designs facilitating conversion and advancing email templates.
- Onboarded, trained, and coached multiple contractors on the digital creative team over several months until the digital team manager role could be backfilled.
- Regularly presented work to stakeholders, including director and VP-level reviews at key milestones, providing context and strategic rationale for design decisions, and collecting feedback to ensure projects achieved client objectives.

PRODUCTION DESIGNER – Tommy Bahama | Aug 2019 – Feb 2020

- Built out digital customer journeys and online experiences for e-commerce. Supported strategies to drive site performance and KPIs through creative content.
- Collaborated to expand cohesive, branded digital experiences for Retail, Restaurants, and Marlin Bars.
- Evolved and grew the digital presence of Tommy Bahama through refresh of social creative strategy.

GRAPHIC DESIGNER – Museum of Pop Culture (MoPOP) | 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.

GRAPHIC DESIGN INTERN – Wildern Design & Interactive | May 2017 – May 2018

- Designed for UX/UI, responsive web design, digital, motion, branding and identity, content strategy, social media, packaging, events, and environmental from concept to delivery.