



# NICOLE DYE

## Art Director

Self-driven, highly-collaborative and passionate Art Director with **8+ years** of design experience and an eye for innovation and pixel-perfection. I've worked with more than 100 brands, both national and local, developing websites, as well as creating various types of print collateral in countless industries. My greatest expertise is bringing creative vision and out-of-the-box thinking to each project while helping businesses build a successful brand. I'm a life-long learner fueled by the desire to always bring my absolute best to every project that lands on my desk.

### CONTACT ME

615-578-1281

Hello@NicoleDye.com

www.nicoledye.com

### WHY HIRE ME

- Designed, developed and led creative team on **100+ websites**. My portfolio includes national brands such as Sonic Drive-In, Little Caesars, Wienerschnitzel, Captain D's, and D1 Training, as well as local businesses like Nashville Pedal Tavern, Just Love Coffee and Kenny Pipe.
- Produced **print collateral for countless clients**, including Captain D's, California Closets, Lenny's Subs, Wienerschnitzel, PostNet, Sonic Drive-In and other recognized brands.
- Guest on website design episode **"How to Create a High Performance Franchise Recruitment Website"** on franchising podcast "What the Franchise?"
- Speaker at Just Love Coffee Conference** 2018, where I unveiled the brand's new consumer-facing website.

### EDUCATION

#### Design

Tennessee College of Applied Technology

### EXPERIENCE

FEB 2022 – PRESENT *Asurion*

#### SENIOR VISUAL DESIGNER

Responsible for leading core projects from concept to completion, ensuring stakeholder satisfaction and the highest quality standards. Mentored and empowered junior designers and created a culture of learning through team workshops and events.

- Guided Belt system redesign, resulting in a more cohesive design that reflects the Everyday Leadership brand, reduces cognitive load, and improves team efficiency.
- Orchestrated brainstorming sessions for concepting the name of new company program, ION, and developed branding, in addition to providing creative direction to the media team for promo animation.
- Awarded White Belt Certification through enrolling and completing leadership training.
- Coached junior staff through quarterly hands-on workshops where designers acquire new skills and apply design best practices to future projects.
- Designated liaison between senior leadership and visual design team.


MAR 2021 – FEB 2022 *Asurion*

#### VISUAL DESIGNER III

Empower front-line experts with design intelligence and creative execution in support of organizational initiatives. Collaborate with stakeholders to translate requirements into functional results while maintaining a continuous line of communication to ensure project is completed on time and in scope.

- Developed concept and theme for 5th Friday event. Oversaw swag design and delivery for 100+ attendees, working with printer to ensure on-time delivery within tight deadlines. Event went off without a hitch.
- Coordinate visual design project intake form as needed, including delegating tasks, reviewing time submissions, and ensuring completion of task.
- Architected initial framework for new hire onboarding material used to accelerate ramp-up-time so new team members can quickly begin seeing the impact and value of their work.
- Advised on design strategy for internal magazine, including shapes, pagination, and overall look and feel, attaining praise from senior leadership on impactful work that effectively spotlighted employee career paths across Customer Solutions.

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## DESIGN TOOLS



## DIFFERENTIATORS

- 7+ years agency experience
- Strong understanding of digital design / UX/UI
- Robust portfolio including previous work for national brands
- Not afraid of a challenge
- Fierce type skills
- High standards for anything that is design
- Excellent leadership and collaboration skills
- Kick-ass problem solver
- Time-conscious and able to work efficiently with others
- Energetic and passionate
- Will bring the occasional baked goods to the office

## WORK SAMPLES

To see some of my previous work, please go to [NicoleDye.com](http://NicoleDye.com). There you'll find a range of digital and print projects.

## EXPERIENCE CONTINUED

APR 2017 – MAR 2021

*Brand Journalists*

### CREATIVE DIRECTOR

Managed all aspects of the creative team, including hiring talent, developing processes, leading strategy, supervising projects, managing deadlines, and mobilizing a team of designers, developers, videographers, and writers to deliver client success.

- Led design and development of 40% of the top 50 best franchise recruitment websites as ranked by 1851 Franchise.
- Directed cross-departmental brainstorming meetings and creative sessions that encourage collaboration and result in unified marketing campaigns across all channels.
- Managed client relationships from onboarding to delivery, ensuring effective and continuous communication through regular check-ins and bi-weekly updates.
- Inspired and mentor team through bi-weekly one-on-ones, project reviews, and cross-training.
- Worked with fellow leaders in management to develop annual goals for the creative team and craft a roadmap for successfully hitting KPIs.
- Contributed to production needs, from design to development to copy, to keep projects moving forward and on target.

OCT 2016 – APR 2017

*Brand Journalists*

### UX/UI DESIGNER

Developed eye-catching client creative, including website design, infographics, print ads, email templates, and ad creatives to increase MQLs in lead generation campaigns.

- Consistently recognized as a top-performing employee by the CEO.
- Increased demand for web design and development projects 100% year-over-year by elevating the quality of work and client satisfaction.
- Repeatedly "wowed" clients by delivering exceptional franchise websites, leading clients to retain our website design services for all departments and sister brands—resulting in a new agency revenue stream.
- Worked with national brands, such as Sonic Drive-In, Little Caesars, Wienerschnitzel, Captain D's, and D1 Training.

AUG 2014 – OCT 2016

*Horton Group*

### UX/UI DEVELOPER

Managed all phases of website projects, including project management, development, responsive design, SEO, testing, and quality assurance. Created and designed various materials for print and digital collateral.

- Designed user interfaces for eCommerce, membership, and brochure sites for national and local clients, including Kenny Pipe, Three Dog Bakery, and Pedal Tavern.
- Collaborated with content and marketing on a new billboard design for a client that led to an increase in sales for the client's business.
- Mentored and cross-trained junior developers and designers.

*Let's work together!*

You can reach me at  
**hello@nicoledye.com**  
or call **615-578-1281**.

## EXPERIENCE CONTINUED

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**OCT 2016 – APR 2017**

*Freelance*

### ART DIRECTOR

Assist local businesses and franchise owners with their creative needs, including design consultation, website design and development, print ad design, and other digital design projects.

- Designed magazine ads and postcards for California Closets.
- Built websites for local startups and business professionals.
- Directed photoshoot for Rutherford County Board of Education's Special Education prom.

**JAN 2014 – JUNE 2014**

*Navigation Advertising*

### GRAPHIC AND WEB DESIGNER

Worked with a team of designers and developers to produce design collateral for a diverse set of clients.

- Prototyped design comps for Dodge, Monster, and Redbull sponsorships.
- Retouched and edited images for Rutherford's Best Doctors.
- Designed email templates, logos, and social media ads.
- Created political campaign design assets for local election candidates.