

Hello, I'm **Claire A. Nichols**. I am a design generalist with over 10 years of experience. I design to connect and delight, to inspire and inform, to prove and provoke. I aim to bring the story of a brand to life through little details and big heart.

FEB 2017–
PRESENT **Senior E-Comm Designer**
EF / Go Ahead Tours Lead the design experience and strategy of e-commerce site to inspire travel dreams and help make them easier and more intuitive to realize for thousands of customers every day. *Previous roles: Senior Brand Designer*

JAN 2013–
PRESENT **Art Director**
Independent Contracting Collaborate with various clients and creative agencies to build captivating visual experiences through integrated art direction and design. *Clients: Toth + Co, Sleek Machine, Adam+Co, Grand Hyatt, NYDJ, Stanley Black & Decker, Bertucci's, Keds, Redeye Roasters, Cream*

OCT 2015–
AUG 2016 **Senior Visual Designer**
Genuine Collaborated with copy, strategy, UX, development, delivery, account, and client teams. Owned the visual design direction of multiple responsive websites end-to-end, from research findings to wireframes to visual design and QA. Upheld accessibility standards in all projects at the AA-compliant level. *Clients: Liberty Mutual, Devries Global*

FEB 2013–
AUG 2014 **Designer**
Toth + Co Worked closely with creative, producer, and client partners to bring projects to life through integrated art direction and design. Defined and documented campaign design styles for global use. Participate in product research and focus groups to inform product design and campaign directions. *Clients: Keds, NYDJ, Timex, Park Hyatt, Riders, Wrangler*

JUN 2012–
NOV 2012 **Digital Designer**
Romney for President Web, digital product, environmental, print, social and paid media design across entire spectrum of campaign. Designed and photographed merchandise for online low-dollar fundraising store.

OCT 2011–
MAY 2012 **Contract Designer**
Rue La La Collaborated with copywriters, art directors, retouchers, and event producers to ensure completion of multiple concurrent boutiques while maintaining both in-house and vendor brand guidelines. Contributed key swipe for seasonal art direction.

B.A., Graphic Design
Point Loma Nazarene University
SAN DIEGO, CA, MAY, 2011

Skills


Art Direction, Branding, Typography, Print Design, Environmental Design, Packaging, Photography, Digital Product Design, Responsive Web Design, Interaction & UI Design, ADA Compliance, Omni-channel Experience Design, E-commerce Site Design, Sketching, Wireframing, Storyboarding, Animation Prototyping, Copywriting, Copy Editing, Video Editing

Tools

Photoshop, Illustrator, InDesign, Lightroom, Bridge, Premiere Pro, Figma, Sketch App, InVision, Zeplin, Jira, Miro

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