

# SONI ■ NICOLE

www.soninicole.com ■ mail@soninicole.com | West Hollywood CA #(213) 863 - 4833

---

## Digital Director

---

Lead for COLORSTORY Creative Agency in Interactive Design,  
with over twelve years of experience in Multimedia Development.  
Proven strengths in graphic design, brand identity, product packaging and digital project management.

---

### KEY SKILLS

- Brand Identity
  - Graphic Strategy
  - Project Management
  - Creative Development
  - Interactive Marketing
  - Typography Layout
  - Design Technology
  - Product Packaging
  - Visual Merchandising
- 

### EDUCATION & TRAINING

INTERACTIVE DESIGN • Los Angeles CA  
Certificate, University of California, 2012

DIGITAL IMAGING AND DESIGN • New York NY  
Master of Science, New York University, 2006

MULTIMEDIA DESIGN • New York NY  
Certificate, New York University, 2003

MEDIA ART AND DESIGN • Honolulu HI  
Bachelor of Arts, University of Hawaii, 2000

---

### PROFESSIONAL EXPERIENCE

**DESIGN & DIGITAL DIRECTOR** • New York NY  
Henkel Beauty • International Public Company • 2012-2016

- Lead to evolve an idea from initial product iteration through branded collateral and product promotion.
- Challenged projects for design quality, unique identity, visual impact and campaign differentiation.
- Facilitated design and creative integration for education, marketing, public relations and sales materials.
- Supervised the technical production of new initiatives for scope, budget, calendar, vendors and feedback.

**CREATIVE DIRECTOR | MULTIMEDIA MANAGER** • Los Angeles CA  
Alterna Inc • Global Haircare Manufacturer • 2008-2012 Promoted | 2006-2008

- Evolved brand experience for a luxury company using strategic content deployment and interactive design.
- Directed graphic identity in packaging, photography, printed materials, online presence and at tradeshow.
- Created enterprise-level solutions for corporate communication, digital marketing, video & user experience.
- Guided leadership on top-line objectives, creative strategy, appropriate partners and timing implications.

**GRAPHIC DESIGNER** • New York NY  
Clarins Paris • Cosmetics Group • 2003-2004

- Collaborated to develop products and packaging, merchandising, education literature and sales collateral.
- Executed design to follow brand identity for product lines including Boss, Hugo, Chrome, Giorgio and Lacoste.
- Produced seasonal ad campaigns for key retail accounts, national sales meetings, and top fashion magazines.

**CREATIVE SERVICES COORDINATOR** • New York NY  
Hugo Boss AG • Fashion House • 2000-2003

- Generated artwork for showroom displays, sales tools and press kits from corporate advertising visuals.
  - Adapted luxury clothing collection for the domestic marketplace with seasonal swatches and look books.
- 

### COMMUNITY ACTIVITIES

AIGA • FREELANCE • CROSSING THE DIGITAL DIVIDE LA Volunteer of the Year • WWD DIGITAL FORUM