

NINA SANCHEZ

art direction | graphic design



EXPERIENCE

SENIOR GRAPHIC DESIGNER + PROJECT MANAGER

The Business Journals | CHARLOTTE, NC | AUG 2021-PRESENT

Additional duties include:

- Project Management
- New Market Launches

GRAPHIC DESIGN + PRODUCTION MANAGER

The Business Journals | CHARLOTTE, NC | APRIL 2019-PRESENT

Design lead to drive sales and acquire new customers, by creating and developing assets instrumental in all audience marketing efforts across 44 major cities nationwide. Maintain design quality control throughout campaigns & collaborate to develop and plan marketing strategies.

- Digital Advertising
- Print Advertising
- Landing Page Design + Optimization
- Email
- Video Production

DESIGN CONSULTANT

Robert Half | The Creative Group | CHARLOTTE, NC | JAN 2019-APRIL 2019

Salaried Professional Services

- Animation
- Iconography
- Branding + Identity
- Design Consulting

WEB GRAPHIC DESIGNER

The SSL Store | SAINT PETERSBURG, FL | AUGUST 2018-APRIL 2019

Creating materials that tie back to the company's established global brand for various brands + businesses within the IT/web security industry.

- UI Design | Landing Pages
- Iconography
- Trade Show Designs
- Branding + Identity
- Integrated Marketing

JR. ART DIRECTOR

Company Man Studios | TAMPA, FL | AUGUST 2017-AUGUST 2018

Boutique agency near downtown Tampa, catered to design + video production. Highlights include:

- Design Consultations
- Wordpress Site Customization (HTML + CSS)
- Art Direction for photography + video production
- Branding + Identity
- Packaging + launch of successful brand
- Social Media

FREELANCE DESIGNER

ninsdesigns | CHARLOTTE, NC | ST. PETE, FL | JUNE 2016-PRESENT

- Concept + System Development
- Branding + Identity
- Marketing Collateral
- Design Consultation
- Site Mapping + Wireframing

EDUCATION

UNC CHARLOTTE | CHARLOTTE, NC

College of Arts + Architecture
Department of Art & Art History

CLASS OF 2016

Bachelor of Fine Arts | Graphic Design Concentration

AFFILIATIONS

MEMBER + OFFICER

COMMUNICATIONS DIRECTOR

AIGA UNCC STUDENT CHAPTER | 2014-2015

Helped initiate the organization at UNC Charlotte.

MEMBER

AIGA CHARLOTTE | 2014-2017

AIGA TAMPA BAY | 2017

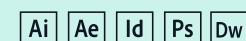
SKILLS

CREATIVE

design research
mind mapping
concept development
branding + identity
design installation
wireframing
ui + ux
storyboarding
digital animation
data visualization
prototyping
typography
social campaigns

TECH

mac + pc
office + productivity
html + css
cms
wordpress
google ads
marketo



LANGUAGE

fluent spanish