

Nicole DeAmorin

Graphic Designer

Personal Information

📞 973.943.5552

✉ NDeAmorin26@gmail.com

🌐 NicoleDeAmorin.com

Skills

Adobe Creative Suite

Canva

Printing Process

Microsoft Office

Branding & Identity

Art Direction

Creative Strategy

Layout Design

Color Theory

Typography

Logo Design

Digital/Social Media Marketing Communication

Time Management

Leadership

Collaboration

Problem Solving

Planning

Creative powerhouse with over a decade of experience turning ideas into bold, visual storytelling across print, digital, and brand platforms. From leading custom client work to running full-scale visual campaigns, I merge design expertise with strategic thinking to deliver visuals that don't just look great — they connect. Known for blending hands-on design with big-picture vision, I'm now stepping into the next chapter: creative leadership. Ready to bring fresh direction, elevate brands, and lead with purpose.

Experience

2016-2025 Freelance Graphic Designer Various Clients

- Lead creative direction and visual strategy for a range of branding and marketing projects.
- Collaborate closely with clients to define project goals, visual tone, and brand consistency.
- Develop and execute brand identity systems, including logos, style guides, and digital assets.
- Produce print collateral, promotional content, packaging, and custom artwork across industries.
- Manage timelines, feedback rounds, and revisions to ensure efficient project delivery.
- Conceptualize and illustrate fan art and niche design products tailored to client themes.
- Oversee the end-to-end creative process, from brainstorming to final production.

2018-2022 Lead Graphic Designer Minuteman Press

- Directed visual execution for client branding and marketing materials across print and digital formats.
- Designed logos, direct mailers (EDDMs), event collateral, brochures, and business systems.
- Worked with startups and established brands to establish visual identity and market presence.
- Managed design-to-print process, including file prep, color correction, and layout setup.
- Retouched imagery and optimized graphics for both web and print media.
- Collaborated directly with clients to interpret creative briefs and deliver polished, print-ready designs tailored to their business goals.
- Maintained and organized a large volume of client design files, ensuring efficient updates, version control, and consistent branding across repeat orders.
- Headed multiple projects simultaneously, balancing client deadlines and creative priorities effectively.
- Presented design concepts and mockups to clients, articulating creative decisions and gathering input for revisions.

2018 Graphic Designer/Digital Marketing Manager Any Excuse For a Party

- Designed promotional flyers, event graphics, and branded materials for a wide range of themed events, ensuring visual consistency and impact across campaigns.
- Created custom logos and graphics for special events, tailoring designs to match each event's tone, theme, and audience.
- Edited and formatted visual content—photos, videos, and social graphics—for use across web, email, and social platforms, enhancing brand engagement and visibility.
- Strategized and executed visual content calendars across multiple social media platforms.
- Maintained brand consistency while adapting visuals for various audiences and platforms.

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- Time Management
- Leadership
- Collaboration
- Problem Solving
- Planning

Experience

2015-2020

Co-owner/Graphic Designer/Creative Lead

- Led brand vision and creative strategy for an indie jewelry brand.
- Conceptualized original product concepts, sketches, and final visual assets for marketing and sales.
- Directed product photography, catalog layouts, and booth visuals for trade shows.
- Managed social media visuals and brand storytelling across platforms.
- Oversaw Etsy storefront branding, creative merchandising, and digital presentation.
- Ensured creative alignment from concept to customer experience.
- Crafted cohesive branding elements, including logo, packaging, thank-you cards, and promotional materials to build a strong, recognizable brand identity.
- Created product tags, display signage, and booth graphics for conventions and trade shows to enhance visual appeal and customer engagement
- Styled and edited product photography for e-commerce listings, ensuring consistency in lighting, color correction, and brand tone.
- Designed and scheduled promotional graphics for social media campaigns, flash sales, and new product launches.
- Developed digital lookbooks and catalogs to showcase seasonal collections and custom work to online and wholesale clients.
- Created custom illustration assets and iconography used across web, print, and product packaging.
- Headed all visual assets for the Etsy storefront, maintaining a clean, consistent visual presentation aligned with the brand aesthetic.

2017-2018

Graphic Designer/Digital Marketing Manager Postnet

- Produced brand-consistent collateral for clients, including business cards, flyers, and brochures.
- Designed and scheduled email marketing campaigns using Constant Contact.
- Delivered visual marketing assets tailored to both digital and in-store promotions.
- Served as point of contact for clients on creative decisions, advising on visual strategy.

Education

Montclair State University, Montclair, NJ
Graduated with a Bachelors degree in Art

Certification

Fundamentals of Digital Marketing
Google Skillshop 2024