

Nicole DeAmorin

Graphic Designer

Graphic Designer with 11+ years of experience across branding, Shopify ecommerce design, print production, digital marketing, and creative direction. From operating digital presses to creating original artwork and running social ad campaigns, I bring a holistic understanding of both design and execution. I excel at turning ideas into clear, polished visuals that align with brand goals and deliver strong results.

Personal Information

📞 973.943.5552

✉ NDeAmorin26@gmail.com

🌐 NicoleDeAmorin.com

Skills

Adobe Creative Suite

Canva

CapCut

Shopify

Advertisement Campaign

AI Integration

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

Experience

2025-2026 Owner/Graphic Designer/Creative Lead
Side Quest Realms

- Build and manage a fully functional Shopify ecommerce website, including layout design, branding, and user experience optimization.
- Conduct all product photography, retouching, and visual styling to support brand identity and marketing needs.
- Create original artwork and digital assets for products, social media, and promotional materials.
- Oversee all backend operations, including inventory setup, product listings, and workflow organization.
- Design, launch, and optimize Instagram and Facebook advertising campaigns to drive engagement and sales.
- Produce marketing graphics and promotional content using Canva.
- Edit and create video content for social media using CapCut.
- Design the full brand identity, including logo and supporting visual elements.

2025-2026 Digital Press Operator
AlphaGraphics

- Preflight and prepare artwork to ensure files are print-ready, accurate, and align with design specifications.
- Collaborate closely with the in-house graphic designer to refine layouts, adjust artwork, and maintain brand consistency.
- Perform hands-on graphic design tasks when needed, including creating layouts, editing assets, and producing production-ready files.
- Operated digital print equipment while maintaining color accuracy, print quality, and proper file handling.
- Manage paper and material inventory to support smooth production of design projects.
- Partner with the bindery department to ensure final deliverables match design intent and quality standards.
- Provide customer service support, communicating design needs, revisions, and expectations clearly to clients.

2016-2025 Freelance Graphic Designer
Various Clients

- Designed and produced a high-impact promotional poster board for an Off-Off Broadway show, delivering a professional visual concept that aligned with the production's artistic vision.
- Design and produce custom graphics across print and digital, ensuring unique and tailored solutions.
- Conceive and develop customized card games based on client specifications.
- Craft and produce personalized business cards aligned with client branding.
- Create unique fan art tailored to individual client visions.
- Collaborate with clients to refine visual direction and ensure alignment with their goals and brand identity.
- Develop cohesive visual branding packages, including logos, social media assets, and promotional materials.
- Manage project timelines and client communication from initial consultation to final delivery.
- Adapt design style and tone based on target audience and platform, ensuring maximum impact and engagement.

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2018-2022 Lead Graphic Designer
Minuteman Press

- Designed logos, postcards (EDDMs), business cards, brochures, calendars, and other branding materials for clients ranging from startups to established businesses
- Created custom invitations for events (bar mitzvahs, weddings, birthdays), including RSVP cards and envelopes.
- Prepared files for print production, ensuring proper setup with bleeds and margins.
- Ensured timely and professional execution of print and digital design projects.
- Collaborated directly with clients to interpret creative briefs and deliver polished, print-ready designs tailored to their business goals.

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

- Created promotional flyers and logos tailored to event themes and marketing needs.
- Edited videos and photos for promotional content across digital platforms.
- Managed social media campaigns and scheduling to maximize audience engagement.
- Collaborated with clients to align design outcomes with their creative vision.
- 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

2015-2020 Co-owner/Graphic Designer/Creative Lead
Fine Geek Jewelry

- Designed 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.
- Created custom illustration assets and iconography used across web, print, and product packaging.
- Managed all visual assets for the Etsy storefront, maintaining a clean, consistent visual look aligned with the brand aesthetic.

Education

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

Certification

Fundamentals of Digital Marketing
Google Skillshop 2024

Essential Skills in Generative AI for Creatives
Adobe