

NICOLE FERRARI

GRAPHIC DESIGN • MEDICAL ILLUSTRATION

CONTACT

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www.nicoleferraridesign.com

Arlington, MA

SKILLS AND APTITUDES

Medical and scientific illustration

Digital and print media

Graphic design

Editorial design

Web and interactive design

Adobe Creative Cloud (Illustrator, Photoshop, InDesign, Acrobat, After Effects)

3-D Animation software (Blender)

Presentation / productivity software (Powerpoint, Word, Excel, Google Slides)

Collaboration software (Google Workspace, Zoom, Miro)

ACCOLADES

Best Magazine Design,
Carolina Country, Willies Awards Competition

Best Website, *Carolina Country*, Willies Awards Competition

Website Finalist, *Carolina Country*, MacDesign Magazine; Crabby Awards

Best of Show and Best Use of Medium, Raleigh Street Painting Festival

PROFESSIONAL EXPERIENCE

Principal, Medical Illustrator and Graphic Designer

Nicole Ferrari Design | Arlington, MA | 2004-Current

- Collaborated with physicians at leading biopharma and healthcare organizations to develop cutting-edge medical illustrations.
- Partnered with a variety of different organizations to translate complex concepts into easy-to-understand, impactful illustrations and animations.
- Developed unique, high-quality visual concepts and solutions specific to client needs.
- Worked closely with cross-functional in-house personnel as well as external vendors (printers, photographers, etc.) to deliver products on time.
- Oversaw all aspects of business operations from project planning / Statement of Work development to project wrap-up meetings.

Graphics, illustrations and animations are being successfully utilized across a variety of industries including healthcare, biopharma, legal (trial graphics), and academia effectively translating complex concepts into impactful visual communication.

Transaction Manager

Leading Edge Real Estate | Arlington, MA | 2021 - 2024

- Designed and oversaw the creation of different marketing materials and collateral used in high asset residential transactions.
- Leveraged design background to stage properties (i.e., color palettes, layout, furnishings), resulting in an average sale price 16% above listing with only 3.6 days on market.
- Functioned as the dedicated project manager for a team of three agents, organizing and prioritizing a large and varied workload to ensure seamless transactions.
- Served as the primary client relationship manager to ensure tight deadlines were met.
- Developed and leveraged an extensive network of attorneys, financial lenders, inspectors and contractors to execute delivery of time sensitive materials and final settlements.

One hundred percent of closings were completed on-time with incredibly positive client feedback, resulting in being recognized with both the Ruby Award and as the second highest producing team at Leading Edge.

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EDUCATION

Bachelor of Fine Arts,
Medical Illustration
Rochester Institute of Technology,
Rochester, NY

PROFESSIONAL DEVELOPMENT

- Harvard Medical School Continuing Education (Medical and Scientific Communication)
- Coursea (3D Animation in Medical Illustration)
- LinkedIn Learning (Motion Design, After Effects, and Technical Design Skills)

VOLUNTEER EXPERIENCE

Health For The World (H4TW)
Designed educational materials supporting healthcare initiatives in under-resourced communities

Boston Living Center
Community support services

COMMUNITY INVOLVEMENT

- Leukemia & Lymphoma Society Triathlete
- American Heart Association Heart Walk participant
- Raleigh marathon competitor

INTERESTS

- Exploring nature with my dog
- Exercising
- Cooking for family and friends

REFERENCES

References are available upon request.

Medical Illustrator (On-site Contractor)

Custom Learning Designs, Inc. | Belmont, MA | 2010 - 2011

- Developed print and digital illustrations clarifying medical content for training global pharmaceutical, biotech, diagnostic and medical device companies.
- Identified optimal mobile, online and printed delivery methodology for illustrations (i.e., vector images, png files, retina and non-retina resolution, etc.).
- Customized deliverables in alignment with clients' style guidelines and brand identity.
- Worked collaboratively with editors, managers, medical writers and animators to successfully roll-out educational materials.

Instructional illustrations and designs were implemented with online learning platforms to clearly communicate through illustrations.

Creative Services Manager / Art Director

North Carolina Electric Membership | Raleigh, NC | 2000 - 2004

- Created and implemented creative design concepts for the print and digital publications of the most widely distributed magazine in North Carolina, *Carolina Country*.
- Developed unique, high-quality design solutions, including the monthly magazine, annual reports, print materials and trade show displays.
- Managed the creative team to ensure the highest standards and consistent brand identity.
- Built and managed collaborative working relationships with vendors from a variety of functional areas, including print, photography and editing.
- Managed budgeting and finances for the creative department, including supplies, vendor fees and technology needs.

Carolina Country expanded its distribution to ~ 530,000 homes, increased the page volume in excess of 50% and became a national award-winning publication and website.

Biomedical Illustrator

Carolina Biological Supply Co. | Burlington, NC | 1997 - 1999

- Developed medical, biological and general scientific illustrations for national publications.
- Recognized diverse requirements of multiple audiences and finalized illustrations for multiple distinct academic settings.
- Worked directly with project leaders, senior management and scientists.

Illustrations were employed in a number of different academic settings and publications.