



NICOLE SERRANO

ART DIRECTOR • SENIOR GRAPHIC DESIGNER • CREATIVE PROJECT MANAGER

PORTFOLIO: www.nicoleserrano.com

HELLO...

I'm Nicole, a passionate creative professional from the vibrant city of Los Angeles, CA. With 17+ years of experience navigating the intersection of entertainment, technology, and digital design, I've honed my ability to craft visually stunning designs and build efficient, scalable workflows for businesses of all sizes.

I thrive on staying ahead of the curve in today's ever-evolving digital landscape, always looking for new ways to push creative boundaries while making a meaningful impact. My journey has been fueled by a relentless curiosity and a love for innovation.

When I'm not immersed in my creative work, you'll find me exploring the great outdoors with my husband and kids or getting my hands dirty in the studio. I'm passionate about crafting jewelry, metalsmithing, and blending traditional techniques with modern digital tools to create one-of-a-kind designs that tell a story.

Let's Create Something Unforgettable Together!

COMPETENCIES

- Adobe Creative Suite
- Figma
- Sketch
- Canva
- Monday.com
- JIRA
- Asana
- Smartsheets
- Airtable

KEY SOFT SKILLS

- **Adaptability:** I thrive under pressure and am open to adjusting to project changes and organizational pivots.
- **Communication:** I excel in both written and verbal communication, tailoring my style to connect with peers and executives alike.
- **Problem-Solving:** I take a detail-oriented approach to solving problems, ensuring thoughtful and efficient solutions.
- **Leadership:** I'm comfortable leading teams and projects through periods of change and ambiguity.
- **Collaboration:** I have a collaborative mindset and enjoy fostering teamwork and synergy across teams.
- **Continuous Learning:** I'm passionate about learning new skills and exploring tools that contribute to the success of the company.

WORK EXPERIENCE

Director, Product & Platform Creative

Warner Brothers Discovery / Burbank, Ca / 2021 - 2023

- Led a team of managers and designers in executing creative work, and supporting operational workflows for 14 TVE apps, discovery+, HBO Max and Max streaming platforms, globally.
- Interfaced with executive leadership and provided guidance in the execution of priority workflows
- Provided art direction for digital platform key art, app store creative, app launch deliverables and in-app creative.
- Developed processes to streamline distribution pipelines with global internal and external partners/agencies.
- Managed creation and maintenance of production templates and best practice guides, used and shared globally, to create optimized imagery for the product.
- Collaborated with Product, UX Design, Copy, Engineering, Marketing, Product Marketing, Brand, and Merchandising teams on new initiatives and routine business-as-usual tasks
- Organized operational workflows with cross-functional teams and agencies, globally

Art Director, Product & Platform Creative

Discovery / Burbank, Ca / 2020 - 2021

- Oversaw a team of managers and designers executing creative and supporting operational workflows for 14 TVE apps and the discovery+ app.
- Played an integral role in the successful launch of 14 network apps in the US and discovery+ in the US, Canada, LATAM and EMEA regions; collaborated with partners and teams globally to prepare and ingest thousands of digital assets to meet launch requirements.
- Provided art direction for platform key art, app store creative, app launch deliverables and in-app creative.
- Developed and maintained production templates and best practice guides, that were used and shared globally, to create optimized imagery for the product.
- Collaborated with Product, UX/UI Design, Copy, Engineering, Marketing, Product Marketing, Brand, and Merchandising teams on new initiatives and regular BAU (business as usual); organized global operational workflows with cross-functional teams and agencies
- Interfaced with executive leadership and guide the execution of priority workflows

Manager, Platform Marketing & Digital Integrations

NBC Universal / Universal City, Ca / 2017 - 2020

- Managed a team of designers supporting marketing design on NBC.com and the NBC App, across all digital platforms and devices.
- Directed marketing and ad sales campaigns, with high engagement and consistent client satisfaction
- Designed presentation decks, brand guides, as well as marketing and sponsorship campaigns across digital and social platforms
- Maintained consistent show and network brand on digital platforms
- Collaborated with departments across NBC Entertainment to produce 1000+ deliverables, to support the launch and transition of NBCU's TVE app.
- Partnered with the UX, Copy, Social and Product Marketing, Brand Marketing, Ad Sales, and Project Management teams to design, launch and maintain a premium digital experience for multiple titles
- Project managed workflows to support the content creative team and the NBC Digital/Peacock Marketing team's needs.

EDUCATION

Bachelor of Fine Arts, Digital Media
Otis College of Art & Design, 2002-2006

WORK EXPERIENCE (continued)

- **Senior Digital Designer**
NBC Universal / Universal City, Ca / 2015-2017
 - Created promotional assets for NBC.com, the NBC App, on all digital platforms and mobile devices
 - Developed branding for cross-platform Marketing and Ad Sales campaigns
 - Collaborated with UX, Social, Product Development, Ad Sales, Marketing, vendors, partners and Project Management teams to design, launch and maintain a premium digital experience
 - Assisted the Art Director in managing, art directing and guiding our team of junior designers and contractors in the execution of project requests
 - Designed presentation decks to pitch cross platform concepts
- **Designer**
Disney | ABC Television Group / Burbank, Ca / 2010-2015
 - Lead designer for all Ad Sales campaigns
 - Project managed and provided art direction to junior designers and partners
 - Collaborated with Ad Sales, Site Producers, and the Development teams to launch high profile sponsorships
 - Created promotional assets for ABC.com | Oscars.com | ABCFamily.com
 - Supported the UX team with new product launches

Work history prior to 2010 available by request