

NIKKI DAVID

DESIGN + PHOTO

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SKILLS

- + Creative/art direction
- + Adobe Creative Suite (Ai, Ps, Id, Xd, Pr, Ae, Lr)
- + Graphic design for print & web
- + UI/UX design
- + Figma
- + Brand identity
- + Project management
- + Photography, studio lighting, retouching
- + Photo & video shoot production
- + Video & motion graphics
- + Illustration
- + Social media, email marketing
- + Copywriting, copy editing

EDUCATION

CalArts, Dec. 2019

- + UI/UX Design Specialization Certification

University of Southern California, 2013

- + B.A. in Communication
- + Minor in Communication Design (Graphic Design & Photography)
- Summa cum laude (GPA 3.94/4), Lambda Pi Eta*

DEVELOPMENT

- + Trailhead Ranger
- + Adobe MAX (2015, 2018-2020)
- + Crash Course for the First-Time Manager or Supervisor, Pryor (Aug 2019)

INVOLVEMENT

KEEN SAN FRANCISCO: ASSOCIATE BOARD MEMBER JAN 2016 - PRESENT

Coach sports with kids with disabilities, plan volunteer events and fundraisers

SPINSTERS OF SAN FRANCISCO: DESIGN VICE CHAIR JUN 2016 - AUG 2021

Designed graphics for social media, event promotion, website, & apparel for a non-profit.

WORK EXPERIENCE

SALESFORCE: SENIOR VISUAL DESIGNER

SAN FRANCISCO, CA | NOV 2021 - PRESENT

Through presentation, motion, print, & UI/UX design, I empowered our account teams to tell persuasive stories & close deals. I strategically crafted C Suite-facing decks, diagrams, gifs, print pieces, & bespoke pieces that wowed customers & helped win multi-million dollar accounts. Passionate about improving processes, I created robust libraries of reusable assets to help my team & sales teams create beautiful collateral faster. A Trailhead Ranger, I used my deep product knowledge to show customers the true power of our products.

STEALTH VENTURE LABS: LEAD DESIGNER

REMOTE | NOV 2020 - OCT 2021

As a Lead Designer, I ensured designers produced top-quality work & provided guidance, tools, & frameworks for the creative team to learn, grow, & work more efficiently. As both a production artist & content strategist, I fueled strong client sales for brands like Public Goods & Lashify by ideating & creating strategic & thumb-stopping search & social ads. I created dozens of ads each week, from stills to gifs to videos. I flexed my UI/UX design skills to build out landing pages & emails, shot product photography & videography, & developed brand identities. I worked closely with clients to foster trust & understanding between our teams.

IMPERFECT FOODS: SENIOR BRAND DESIGNER

SAN FRANCISCO, CA | MAR 2020 - NOV 2020

I crafted a wide variety of visuals, oversaw several processes within the Brand team, project managed our marketing campaigns, & ensured our creative was of the highest standard. This included a high volume of packaging, email, website, social media, signage, merchandise, & advertising design, using skills like illustration, photography, & animation. As a liaison between the Product & Brand teams, I ensured our products received the marketing attention needed to move sales. I also built out a new, easier, & more efficient creative requests system.

24 HOUR HOME CARE: SENIOR COMMUNICATION DESIGNER

LOS ANGELES, CA | APR 2018 - MAR 2020

As the creative team manager, I was the strategic consultant & project manager of all creative campaigns & the hands-on designer of most pieces. I created everything from brochures & web graphics to motion graphics & videos. I guided our website's UI/UX design, oversaw several-thousand-dollar photo & video projects, & photographed key company events & team head shots. I saved the company over \$40,000 by taking photo & video work in-house & improving the way we design and print collateral. During my tenure, I co-led a brand redesign, strengthened & expanded our brand identity, & elevated the quality of our creative.

TEXT100 (ARCHETYPE): CREATIVE PRODUCER

SAN FRANCISCO, CA | MAR 2016 - MAR 2018

As a creative consultant, I used design, photo, & video to tell persuasive & entertaining stories. I helped clients like Microsoft and Salesforce exceed their goals, including breaking company records for engagement & reach while running social for Microsoft's signature conference.

For earlier work history, please visit [linkedin.com/in/nikkiedavid](https://www.linkedin.com/in/nikkiedavid)