

NIKKI DAVID

nikkiedavid.com | nikkiedavid@gmail.com | 949.547.6476
password: design26

SKILLS

- + Creative & art direction
- + Graphic design
- + Branding
- + Motion design
- + Photography, photo editing
- + Videography, video editing
- + Photo & video shoot production
- + Presentation design
- + UI/UX design
- + Copywriting & copy editing
- + Public speaking
- + Print
- + Digital
- + Social media
- + Packaging
- + Out-of-home
- + Marketing
- + Communications
- + Advertising
- + Figma
- + Adobe Creative Suite
 - + Illustrator
 - + Photoshop
 - + After Effects
 - + Premiere
 - + Lightroom
 - + InDesign
 - + Firefly (AI)

EDUCATION & DEVELOPMENT

UNIVERSITY OF SOUTHERN CALIFORNIA

- + B.A. in Communication, Fall 2013
- + Minor in Communication Design
(Graphic Design and Photography)

Summa cum laude (GPA 3.94/4), Lambda Pi Eta

CAL ARTS

UI/UX Design Specialization Certification

PRYOR LEARNING

Crash Course for the First-Time Manager or Supervisor

EXPERIENCE

SALESFORCE: SENIOR VISUAL DESIGNER

SAN FRANCISCO, CA | NOV 2021 - PRESENT

Through presentation, motion, print, and UI/UX design, I empower our B2B sales teams to tell persuasive stories and close multi-million dollar deals. I strategically craft C Suite-facing decks, demos, videos, gifs, print collateral, and bespoke pieces that wow customers and help win new business. Passionate about improving processes, I build robust libraries of reusable templates and lead enablement sessions to help my team and sales teams create beautiful collateral faster. I also lead project management for our team, streamlining how we accept requests and track our work. A Double-Star Trailhead Ranger and Salesforce AI Associate, I use my deep product knowledge to show customers the true power of our products, whether they're in tech, retail, or financial services.

STEALTH VENTURE LABS: LEAD DESIGNER

REMOTE | NOV 2020 - OCT 2021

As a Lead Designer at our ad agency, I ensured designers produced top-quality work and provided guidance, tools, and frameworks for the creative team to learn, grow, and work more efficiently. As both a production artist and content strategist, I fueled strong client sales for brands like Public Goods and Lashify by ideating and creating strategic and thumb-stopping search and 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 and emails, shot product photography and videography, and developed small e-commerce brands' visual identities. I worked closely with clients to foster trust and understanding between our teams.

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EXPERIENCE

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, and ensured our creative was of the highest standard. This included a high volume of packaging, email, website, social media, signage, merchandise, and advertising design, using skills like illustration, photography, and animation. As a liaison between the Product and Brand teams, I ensured our products received the marketing attention needed to move sales. I also built out a new, easier, and 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 and project manager of all creative campaigns and the hands-on designer of most pieces. I created everything from brochures and web graphics to motion graphics and videos. During my tenure, I co-led a brand redesign, strengthened and expanded our brand identity and style guide, and elevated the quality of our creative. I guided our website's UI/UX design, oversaw several-thousand-dollar photo and video projects, and photographed key company events and team head shots. I saved the company over \$40,000 by taking photo and video work in-house and improving the way we design and print collateral.

TEXT100 (ARCHETYPE): CREATIVE PRODUCER

SAN FRANCISCO, CA | MAR 2016 - MAR 2018

As an agency creative consultant, I used design, photo, & video to tell persuasive and entertaining stories across social media, digital, print, and more. I helped dozens of both start-up and big tech clients like Microsoft, Salesforce, & IBM exceed their KPIs, including breaking company records for engagement and reach while running social for Microsoft's signature conference.

ROCKETSHIP EDUCATION: COMMUNICATIONS & DESIGN ASSOCIATE

SAN FRANCISCO BAY AREA, CA | MAR 2016 - MAR 2018

One of two creatives for a national school network, I designed merchandise and print and web collateral, and managed our website and social media. I also shot and retouched thousands of event photos and studio portraits, and shot, edited, and added motion graphics to key marketing videos. I crafted internal and external newsletters, and pitched, wrote, and edited posts for our blog. I also managed the brand style guide and supported strategic communications and media coverage.

THE HOLLYWOOD REPORTER: ASSISTANT PHOTO EDITOR

SAN FRANCISCO, CA | MAR 2016 - MAR 2018

I collaborated with art & editorial departments to curate artwork for a fast-paced weekly magazine, conducted photo research, assisted on photo shoots, organized photo servers, calculated budget estimates, and managed and processed invoices.

VOLUNTEERING

ALAMEDA FOOD BANK: VOLUNTEER

SEP 2021 - PRESENT

KEEN SAN FRANCISCO: ASSOCIATE BOARD MEMBER

JAN 2016 - FEB 2025

SPINSTERS OF SAN FRANCISCO: DESIGN VICE CHAIR

JUN 2016 - AUG 2021

BIG BROTHERS BIG SISTERS: BIG SISTER

AUG 2019 - AUG 2020