



Mike Nichols

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As a skilled Visual Designer and Art Director, my ability to deliver best-in-class solutions across a wide range of industries has defined my career. With an eye for innovation and a penchant for problem-solving, I analyze the needs of both my team and my clients to make decisions that push boundaries without pushing buttons. From brainstorming big-picture strategies to fine-tuning tiny details, I take pride in bringing ideas into the real world.



Work

Mike Nichols Design – Designer / Art Director

6/2008 – Present

Built a reputation of excellence by combining design prowess with an entrepreneurial point of view. Most notably have worked on packaging, branding, web design and development, direct mail, and display advertising for organizations such as City Colleges of Chicago, Shopko, VitaPLUR, GoDog Gourmet, and All Campus.

Razorfish – Senior Designer / Art Director

10/2021 – 7/2023

Led a team in creating the look and feel of iconic auto manufacturer Dodge's entire 2023 model year lineup for web. Created brand imagery for the massive Chief Donut Maker campaign. Supported social media efforts, including ideating the brand's first TikTok initiatives. Launched drug development company Fortrea's first social media posts, and developed UI and Design for Invisalign's upcoming web refresh.

Groupon – Visual Design Lead

4/2019 – 10/2021

As the primary visual design contact for Groupon Coupons, I had responsibility for all outbound and inbound content marketing campaign imagery, including infographics, landing pages, email & site banners, social, and blog content. I oversaw an international team of image designers during one of the organization's most intense content initiatives.

Performics – Web Designer

4/2015 – 3/2018

Designed and tested landing pages that consistently increased conversions week over week for Allstate's proprietary insurance quoting tools. I also devised a pitch site design and creation process that became a differentiating factor in the agency's business development procedure.

mcgarrybowen – Digital Designer

6/2013 – 4/2015

Quickly ascended from intern to integral team member due to my aesthetic adaptability and technical finesse. As a war room staple, my creative ideas and design production contributed to winning and increasing business from Pizza Hut, Lunchables, and Disney Cruise Lines.



School

Northern Illinois University

Bachelor of Fine Arts in Design & Media Arts (Visual Communication)



Tools

Adobe Creative Cloud

Ps, Ai, Id, Ae, Lr, Dw

Figma

UI Design Software

Wordpress

Various CMS Platforms



Skills

Art Direction

Branding

Creative Strategy

Image Manipulation

Packaging

Social Media Marketing

Typography

User Interface Design

Attention to Detail

Collaboration

Open to Feedback

Positive Energy