



Nicole Mills

HI@HELLOTHERENICOLE.COM
HELLOTHERENICOLE.COM

Experience

MINT DESIGN INC.

Concepted, researched, collaborated and designed brand identities, website redesigns, packaging concepts, and advertising campaigns.

Conducted content audit and developed site map for Apex Learning site redesign, and lead client whiteboarding session.

Worked with vendors to print packaging, source corporate gifts, get quotes, and ship materials on schedule and under budget.

Created original illustrations for packaging concepts and advertising materials for Scuttlebutt, Apex Learning, Hydro Flask, and Golden Coast Mead.

Concepted advertising campaigns for Rio Products and Avitas, and worked with photographer to shoot Avitas Holiday campaign.

Directed designers and interns in the execution of design concepts, reviewed design work and helped designers develop skills and understanding of creative software.

WUNDERMAN

Concepted, researched, collaborated and designed brand identities, website redesigns, and advertising campaigns.

Worked closely with a team of Art Directors, Creative Directors, Copy Writers, Strategists, and UX Designers as a new business team.

Collaborated and created pitch campaigns to sell to prospective and new clients.

Developed and launched loyalty program for Banana Republic. Worked with team from naming and creative concepts, to website, in store signage, launch and promotional events.

Designed and collaborated on redesign of REI.com, worked closely with UX designers and REI's in house creative team to create a design system using social content.

SENIOR ART DIRECTOR

NOVEMBER 2015–FEBRUARY 2017

Concepted look and feel for several rebranding campaigns and directed a team of designers in the execution. Designed and illustrated packaging and branding materials for brands like Scuttlebutt, Avitas, and Golden Coast Mead

ART DIRECTOR

FEBRUARY 2014–JUNE 2015

Worked as an art director on a loyalty program and campaign for Gap Inc and helped concept and design a reboot of REI.com as well as various new business initiatives and internal branding.

HELLO
THERE
NICOLE

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CREATURE

Collaborated and designed brand identities, websites, packaging concepts, and advertising campaigns.

Helped redesign and illustrate packaging for Nuun, working with art directors, print producers, and going on press checks.

Worked on campaigns, packaging, and redesigned the identity for Seattle's Best Coffee.

Helped concept and execute work for new business pitches, collaborating and generating ideas to sell to prospective clients.

GRAPHIC DESIGNER

JUNE 2010–NOVEMBER 2013

Worked on a variety of projects as a designer for brands such as Seattle's Best Coffee, Nuun, and Truvia. Saw projects through from concepting to press check. Worked in a many mediums, including ad campaigns, package design, and web design.

WWU PUBLICITY CENTER

GRAPHIC DESIGNER

FALL 2009–SPRING 2010

PIVOT LAB

INTERN

SUMMER 2008

NINTENDO

PRINCESS PEACH VOICE ACTRESS

SUMMER 2005

Skills

PROGRAMS

ILLUSTRATOR CC
INDESIGN CC
PHOTOSHOP CC
MACAW

HANDS-ON

SCREEN PRINTING
LETTERPRESS
BOOK BINDING
ILLUSTRATION

WEB

HTML
CSS

Education

WESTERN WASHINGTON UNIVERSITY

B.F.A. IN DESIGN
SPRING 2010

References

UPON REQUEST