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I'm Carly Nichols, a creative
that goes the extra mile, literally.

15 years of professional graphic design and a six time marathoner.

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Six-time marathoner.
Dog mom.
Cheesehead.

## EXPERIENCE

### Senior User Experience Specialist

Deloitte • November 2022–Present

Advising and building the first design system to support Deloitte.com/us. It will ultimately be leveraged by designers, developers, project managers, and vendors worldwide.

Art directing web pages that elegantly blend multiple industrial sectors, web themes, business needs, and the overarching brand.

Identifying business goals, technical limitations, and conducting user research. Translating information into wireframes, high-fidelity mockups and prototypes. Partnering with developers for quality assurance.

### Freelance User Interface and Brand Designer

Self Employed • March 2020–Present

Directed and designed UX and UI for Apto's premium content landing page.

Evolved the Apto and Tradecraft brands with branded illustrations, ads, ebooks, presentation decks, and sales sheets.

Art directed the BackCountry Training and Yoga brand.

### Senior User Interface Designer

GloriFi • October 2021–January 2022

Assigned and managed work for a team of user interface designers.

Art directed a new fintech brand startup's user interface.

Created design system and new employee onboarding system.

### Lead User Interface Designer

EightyTwenty Agency • January 2021–October 2021

Unified seven automotive accessories brands' websites and brand partners while retaining individual aesthetics.

Coordinated quality assurance improvements and reviewed website development.

Art directed supporting artwork like icons, photography, and suggested content.

### Brand Designer

GoSpotCheck (now FORM Market X) • January 2020–March 2020

Created flexible infographics that were adjusted across four different product verticals.

Created responses for proposals and other sales needs.

## Senior Marketing Communications Designer

Derse Inc • December 2017–January 2020

Standardized and implemented client communication templates that worked across five departments' different workflows.

Designed award-winning campaign content and exhibits for three years on the ExhibitorLive team. Doubled engagement goals as a result.

Responsible for creating and distributing Derse's first brand guidelines in over 10 years.

## Marketing Graphic Designer

Derse Inc • March 2014–December 2017

Ran Derse's website design, maintenance, and content design.
Doubled web leads over a year.

Revitalized delivery of internal communication across the US with video. Achieved a consistent 60% open rate of those materials.

Created highly-custom request for proposals for sales such as Faraday Future, McDonalds, and Mazda.

## Assistant Instructor

Milwaukee Portfolio School • March 2017–March 2018

## Graphic Designer

Kohler Co. • December 2010–February 2014

Completed front end design for kohler.com and americanclubresort.com with direct approval process to Herb and Natalie Kohler.

Produced Kohler showroom catalogs that focused on each product channel and created the supporting artwork for the Kohler Catalog app.

Developed Kohler world-wide brand guidelines with the Creative Director.

## Web Designer

Reader's Digest • October 2010–December 2010

## Graphic Design & Marketing Intern

MG Design • June 2009–December 2009

Carthage College • October 2007–May 2009

### AWARDS

**ExhibitorLive Sizzle Award 2019:**
Integrated Program

**Eddie Award 2018:**
Printed Matter: Campaigns and Promotions

**ExhibitorLive 2018:**
Top Creativity and Key Differentiator

**ExhibitorLive 2016:**
Sizzle Award for Best Promotional Materials.

**United Ad Workers:**
Milwaukee 99 Awards Show 2012 Selection

**Milwaukee Portfolio School 2011:**
Best in Show

### EDUCATION & CONTINUED ED

**Memorisely 2022**
Design Systems Bootcamp

**General Assembly 2019**
Sketch Bootcamp

**General Assembly 2019**
User Experience Design Bootcamp

**Milwaukee Portfolio School 2011**

**C2 Standards Based Web Design Series 2010**

**Carthage College BFA 2009**
Graphic Design and Communication

### TECHNICAL PROFICIENCY

**Adobe Creative Cloud Products:**
InDesign, Illustrator, Photoshop, Bridge, Lightroom, AfterEffects, Audition, and Acrobat

**User Interface Design:**
Sketch, Figma, FigJam, Miro, InVision, and Zeplin

**Project Management:**
Jira, Freedcamp, Asana, and Workfront

**Web:** HTML, Squarespace, and WordPress

**Marketing Platforms:**
HubSpot, Marketo, and Foleon

**Audio Visual Equipment:** Nikon DSLRs

**Microsoft Office Products:** Outlook, Word, and PowerPoint