



Nicole Barr

Graphic Designer

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Career Summary

I'm a graphic designer with 15+ years of experience. My education is in advertising, so I naturally started my career creating marketing materials and learning the ropes through print production roles. My most recent role in apparel graphics helped me realize that I thrive most when collaborating on a team and love telling stories through beautiful layouts, typography and illustrations.

I'm currently searching for my next exciting role and open to where that takes me whether it's apparel design, marketing and branding or something new.

Experience

Old Navy

San Francisco, Ca

Associate Graphic Designer / August '21 - May '23

Assistant Graphic Designer / May '19 - August '21

- Created compelling, on-brand graphics for newborn and toddler apparel.
- Acted as interim graphics partner to the Baby Accessories team from Fall '19 - Summer '20.
- Researched trends and assisted in creating seasonal concept boards.
- Collaborated with my team to brainstorm and sketch new and on-trend concepts each season.
- Worked with my team to curate compelling presentation boards in Miro.
- Worked with cross-functional team members to adopt seasonal lines and review / approve samples.
- Created detailed tech packs and any follow-up revisions to aid vendors in bulk production.
- Utilized SmartSheets to review and approve any digital samples and grading charts.
- Color matched swatches with Pantone colors to create seasonal digital color palettes.

Pro Unlimited / Permalance with Old Navy

San Francisco, Ca

Freelance Graphic Designer / April '17 - May '19

- Assisted the graphics team with seasonal research, concepting, graphic design and art production needs.
- Attended all production meetings with cross-functional teams to review and approve samples.
- Color matched swatches with Pantone colors to create seasonal digital color palettes.
- Assisted in the assembly of presentation boards.
- Managed the team's Getty Image purchases each season and organized image library.
- Organized donation and shred materials, sample racks and office parties.

Colour Drop

San Francisco, Ca

Graphic Designer / Production Artist / October '13 - April '17

- Created custom designs for marketing materials, greeting cards, invites, posters, office stationery, etc.
- Managed and produced in-house projects while working with vendors to manage outsourced projects.
- Maintained connection with clients during and after the production process.
- Performed all production tasks including printing, trimming, mounting, folding, cutting and packaging.
- Performed office duties such as invoicing, file management, equipment upkeep and department inventory.
- Assisted in pick-ups and deliveries for clients.

Borden Decal / East Bay Sign Co.
San Francisco, Ca
April '09 - October '13
Art Director / Production Artist

- Produced quality design solutions for screen printed signage and decals.
- Designed logos, layouts and vectorized client art to be print-ready for the screen printing process.
- Color separated and printed transparencies to be burned onto screens.
- Produced and managed all customer proofs and collaborated with the sales staff for client approval.
- Performed regular office duties such as file management, equipment calibrations and upkeep.

Education



Academy of Art University
San Francisco, Ca
BFA in Advertising / Art Direction - May '08

Software

Adobe Illustrator



Adobe InDesign



Google Slides



Adobe Photoshop



Microsoft Office



Miro



Adobe Fresco



SmartSheets



Clo



Skills

illustration
layout
typography
color theory
sketching

copywriting
research
branding
brainstorming
print production

collaborative
problem solver
sharp eye for detail
adaptable
versatile

strong work ethic
communicative
open-minded
strategic thinker
multi-tasker

Contact



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