

NICOLE CASINELLI

I'm a multidisciplinary graphic designer and creative problem solver specializing in clean, functional, and accessible digital experiences.

Cambridge, MA / Remote
linkedin.com/in/nicolecasinelli

EXPERIENCE

Graphic Designer

American Public Television | 12/2018 - 11/2024

- Led UX/UI redesign of CreateTV.com, a platform serving a national audience of over 30 million viewers, modernizing the user experience and interface to enhance usability and engagement. Collaborated with an accessibility consulting firm to ensure the redesigned website adhered to WCAG standards and was inclusive for all users.
- Provided comprehensive design support for APT, Create, and WORLD brands, with a focus on aligning digital and print assets to user-centered design principles.
- Managed and upheld brand consistency and design standards for APT and Create, collaborating with local television stations nationwide to ensure seamless integration across platforms.
- Designed and delivered all visual assets for the annual conference, from high-level PowerPoint presentations to branded event materials, and collaborated with sponsors/hosts on custom designs.
- Developed digital and print advertising campaigns for APT and Create, featured in People Magazine's Bob Ross Special Edition, Yankee Magazine, RealScreen, Current, and in the brochure for the 2019 Daytime Emmy® Awards.
- Applied user-centric design methods to social media content, contributing to Create and APT's digital presence by crafting engaging visual narratives tailored to diverse audiences.
- Collaborated directly with APT's President & CEO to develop cohesive and visually compelling presentations for TV stations and producers across the country.
- Designed logos for a variety of programs, from cooking/craft shows to specials like 'Mel Brooks & Carl Reiner's Salute Sid Caesar'.

Graphic Designer

AutoAlert | 4/2018 - 10/2018

- Collaborated with a team of designers to create advertisements for car dealerships and customers across the US and Canada.
- Utilized variable coding to create personalized marketing materials.

EDUCATION

Stonehill College

Class of 2012

B.A. Graphic Design

English Minor

Cum Laude

EXPERTISE

- Branding/Style Guides
- Publication Design
- UX/UI Design
- Logo Design
- Color Theory
- Visual Storytelling
- Information Architecture
- Responsive Web Design
- Prototyping/Mockups
- Animations/GIFs
- Accessibility (WCAG)
- Social Media Graphics
- Typography

TOOLS

Adobe Creative Cloud:

- ✓ InDesign
- ✓ Photoshop
- ✓ Illustrator
- ✓ Lightroom
- ✓ XD

NICOLE CASINELLI

I thrive in collaborative and independent settings, bringing a unique blend of strategic thinking, user empathy, and visual storytelling to every project.

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EXPERIENCE

Resident Services Coordinator & Graphic Designer **Berkshire Communities** | 8/2015 - 5/2018

- Designed advertisements and branded marketing materials.
- Planned, budgeted, marketed, decorated, and managed large-scale community events with hundreds of attendees.

Freelance Graphic Designer & Photographer **Nicole Casinelli Design** | 10/2013 - 8/2018

- Delivered tailored graphics for clients to create, or enhance branding, SEO, and marketability, keeping up with trends/markets.

Contributing Graphic Designer **Scout Magazine & Renick Design** | 10/2013 - 3/2015

- Created magazine ads for small business in Cambridge/Somerville.

Photographer **Stonehill College** | 4/2012 - 6/2013

- Photographed events for college marketing materials.

Graphic Designer & Photographer **Eat. Drink. Mingle. Group** | 1/2012 - 10/2012

- Designed marketing materials while providing creative direction and photography for a group of restaurants in Marina Bay.

Marketing Coordinator **Stonehill College** | 9/2011 - 5/2012

- Researched, collected and analyzed marketing materials and trends

Graphic Design & Marketing Intern **Stonehill College** | 5/2010 - 8/2010

- Interviewed personnel to gain insight into successes across various departments, organized the data, and designed visuals highlighting Stonehill College's achievements over the years for a large event.

EDUCATION

**Continuing Education
Classes (post B.A.)
Mass College of
Art & Design Classes**
August-December 2024
**Print Production &
Web Design**

EXPERTISE

Other:
**Wix, Canva, Maya, Word,
Excel, PowerPoint, Trello
Slack, Publisher, Asana,
Zoom, Yardi**

TOOLS

UX/UI Design
Publication Design
Logo/Brand Identity
Print & Digital Design
Web Design & Layout
Photography
Photo Editing
Presentation Design
Marketing Campaigns
Project Coordination
Client Relations