

NIKOLE THAYNE

Senior Graphic Designer

Salt Lake City, Utah · www.brandancer.com · +1 (801) 694-1910

PROFESSIONAL EXPERIENCE

BANYAN LABS/PERSEVERE — *Creative Director*

2021 - 2023

- Designed and developed branding, messaging, websites, social media content, presentations, landing pages, tradeshow graphics, logos, infographics, motion graphics, video clips... and more
- Managed and mentored junior developers and graphic designers
- Designed the standard operating procedures for the Creative Department using Jira, Google Suite, Canva, iStock, Adobe CC, Slack, Sendinblue, and other tools
- Established the communications, project management, file naming conventions and storage, project request procedure, QA, and presentation protocol
- Conducted and analyzed user research for internal website re-designs and client websites
- Directed UX/UI on all internal and client website designs

NUTRACEUTICAL CORP. — *Senior Graphic Designer*

2016 - 2021

- Designed print-ready artwork for complex package labels for Solaray, Kal, Zhao, Health from the Sun, and other supplement brands
- Responsible for logo creation and re-branding for several brands including Lifeflo and Veglife
- Analyzed user and demographic research
- Created Amazon storyboards and listings for over 800 products
- Created POS educational materials including booklets, signage, and promotional items
- Created Tradeshow graphics for several supplement brands

TIBET RUG COMPANY/NEPAL CLEFT AND BURN CENTER — *Art Director*

2008 - 2016

- Managed and directed artists and artisans here and in India
- Created displays, ads, PR, and collateral materials
- Coordinated entertainment, catering, and staff for annual fundraiser raising over \$800,000.

EDUCATION

UNIVERSITY OF UTAH

Bachelor of Communication - Emphasis Visual Design | Minor in English
Follow-up Courses in HTML/CSS and Website Design

ADDITIONAL INFORMATION

- Certificate of Grantwriting from the Foundation Center
- Various Online Courses and Training