
ABOUT NICK

Designer and creative director with 25 years of experience across brand, digital, and print. My work is grounded in strong craft, clear thinking, and strategic intent, with a focus on building cohesive systems and experiences. Comfortable leading design while staying close to the work, partnering with business executives, creative leaders, strategists, and developers to deliver thoughtful, well-executed outcomes. Available for freelance and contract engagements.

EXPERIENCE

Designer and Creative Director

2025–Present

Freelance / Contract

Provides senior-level design direction and execution for agencies and in-house teams across brand, digital, and print. Partners closely with business executives, creative directors, strategists, and developers to support projects at critical stages, from defining visual systems to refining and delivering final work. Brings steady design leadership, strong craft, and clear judgment to complex, fast-moving engagements.

Addison/SiaXperience

2020–2025 | Senior Design Director

2016–2020 | Design Director

2014–2016 | Art Director

2012–2014 | Senior Designer

Progressed from Senior Designer to Design Director over 13 years, leading strategy-driven design across brand, digital, and editorial for global clients including Instagram, GE, BlackRock, Barrick Gold, Citrix, and PepsiCo. Served as a senior design lead on complex, multi-stakeholder projects, shaping creative direction while remaining closely involved in execution, mentoring teams, and maintaining a high bar for craft and clarity.

Happy

2012 | Art Director

Developed brand foundations and visual identity for a lifestyle app startup. Partnered with stakeholders to establish strategic direction before leading the design team. Oversaw multidisciplinary design execution and managed external vendors and talent.

Callaway Digital Arts

2010 — 2012 | Art Director

Led art direction and UX for five iOS app titles—all reaching #1 in the Apple App Store's Book category. Directed product architecture and design for educational and children's apps in collaboration with producers, designers, developers, animators, and licensors. Built engaging, story-driven experiences that merged interactivity with strong narrative and visual design.

KEY SKILLS

Design
Creative / Design Direction
Brand & Identity Systems
Interactive & Product Systems
AI Integration
Websites
Print & Editorial
Video & Animation Direction
Data Visualization

SELECT CLIENTS

Allstate
American Express
Axalta
Barrick Gold
BlackRock
Citrix
Fitch Ratings
General Electric
Meta
NYU Cancer Institute
PepsiCo

INDUSTRY RECOGNITION

Webby Awards
Type Directors Club
The FWA
Swiss Miss
Logo Lounge
Graphis
FPO
Awwwards
Art Directors Club of NJ
ARC Awards
American Graphic Design Awards

EDUCATION

2005, BFA Graphic Design
Academy of Art San Francisco