



DESIGNBYNICHOLE.COM

Hi, my name is Nichole Ott.

I'm a creative leader crafting *meaningful* brand **experiences** backed by *a decade* of *multidisciplinary* design expertise.

📍 Knoxville, TN, USA

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🌐 designbynichole.com

📞 (414) 405-1158

Areas of Expertise

UX/UI Design

Brand Creation

Digital Marketing

Low-code Dev

Education

The Art Institute of Wisconsin

Milwaukee, Wisconsin | 2011-2015

Bachelor of Arts - Graphic Design

Dean's List

Professional Experience

Amaze Holdings, Inc.

- **Head of Creative Services**
October 2025 - November 2025
- **Marketing Designer (Contract)**
October 2024 - October 2025

- Led **creative direction, strategy development, and project coordination** across 9+ business units, including **end-to-end design execution** of priority campaigns and product launches
- **Defined and developed design systems** for brand acquisitions: notable projects include **Teespring Marketplace** and **Fresh Vine Wine**
- Drove creative execution of an **Adobe MAX activation**, designing printed materials and a to-scale floor plan, and art directing video content for the booth — completed in less than 10 business days
- Built and implemented brand guides, template libraries, creative briefs, and process documentation for cross-functional teams

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Professional Experience continued on the next page

Professional Experience cont'd.

Balcom Agency

- **Freelance Art Director**
October 2024 - October 2025
- **Art Director**
May 2023 - October 2024

- Designed high-fidelity wireframes and prototypes using Figma and collaborated with Web Development Team to build **ADA-compliant user experiences**
- Created educational materials, publications, infographics, and multimedia ad campaigns for **healthcare, oil, food & beverage**, and **nonprofit clients**
- Conceptualized and illustrated an **ADDY-winning integrated media campaign**
- Conducted client presentations

Kroger Co.

UX/UI Designer (Contract)
May 2022 - March 2023

- Responsible for content **strategy, design execution**, and **front-end development** of a training platform for Kroger associates

Claire's

Digital Designer (Contract)
March 2021 - May 2022

- Translated predetermined **promotions** and brand messaging into creative assets for **email marketing**, social media, and the **ecommerce** website

Altar'd State

Digital Designer
June 2020 - March 2021

- Responsible for **digital asset creation** and **programming, testing**, and **scheduling** email marketing and website updates across three business units: **Altar'd State, Arula**, and **Vow'd Weddings**
- Developed wireframes, social media content, store signage, and **consumer catalogs**

Professional Experience cont'd.

Jewelry Television

UX/UI Designer

January 2020 - June 2020

- Collaborated with ecommerce team members to create **seasonal landing pages**, marketing emails, and **user experience improvements**

Nice Branding Agency

Senior Graphic Designer

September 2017 - December 2019

- **Led branding projects** for restaurants and independent businesses: developed logos in collaboration with junior design team and **facilitated client presentations**
- **Orchestrated web design projects end-to-end**: created wireframes for client approval, oversaw web development, and managed ongoing website maintenance
- Designed restaurant menus, brochures, print publications, apparel, and vehicle wraps
- Managed the agency's online portfolio

Provision Healthcare

Graphic Designer & Content Manager

February 2017 - September 2017

- Designed and managed **multi-platform web content**, **educational materials**, and **B2B/B2C** marketing efforts, serving diverse teams and **events** across the healthcare campus

Weyco Group, Inc.

○ **Junior Graphic Designer**
April 2015 - February 2017

○ **Graphic Design Intern**
November 2014 - April 2015

- Produced multichannel marketing assets across six distinct footwear brands: **Florsheim**, Florsheim Kids, **Stacy Adams**, **Nunn Bush**, **BOGS**, and **Umi Children's Shoes**
- Developed **window displays** for Florsheim's **Madison Ave** flagship store and **redesigned packaging** for the brand's line of shoe-care
- Executed a **logo redesign** for Florsheim Kids

Awarded Contributions

2025 American Advertising Awards by American Advertising Federation (AAF)

- Crystal Award – Special Event Materials Printed or Digital
- Crystal Award – Brand Elements
- Silver ADDY – Integrated Media Campaign

Awarded to **Balcom Agency**, where I served as the art director on the winning campaign: **All a Little Nuts About Something**

Fort Worth, Texas

Best Marketing Consultants in Nashville by Expertise.com (2019)

Awarded to **Nice Branding Agency**, where I served as a lead brand and web designer

Nashville, Tennessee

Tech Stack

Creative Tools

Adobe Creative Suite ♥
 Figma ♥
 InVision
 Miro
 Sketch
 Shopify
 Showit
 Squarespace
 Wix Studio ♥
 Wordpress

CRM

Amplience
 Exponea
 HubSpot
 Mailchimp ♥
 Salesforce

Project Management

Asana ♥
 Basecamp
 Bonsai
 Confluence
 FunctionFox
 Jira
 Monday.com ♥
 Smartsheet
 Sunsama ♥
 Trello
 Workamajig

Communication

Google Workspace
 Microsoft 365
 Slack ♥
 Zoom

THANKS FOR YOUR CONSIDERATION

I look forward to connecting with you!

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References are available upon request.

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