



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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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	CRM	Project Management	Communication
Adobe Creative Suite ♥	Amplience	Asana ♥	Google Workspace
Figma ♥	Exponea	Basecamp	Microsoft 365
InVision	HubSpot	Bonsai	Slack ♥
Miro	Mailchimp ♥	Confluence	Zoom
Sketch	Salesforce	FunctionFox	
Shopify		Jira	
Showit		Monday.com ♥	
Squarespace		Smartsheet	
Wix Studio ♥		Sunsama ♥	
Wordpress		Trello	
		Workamajig	

THANKS FOR YOUR CONSIDERATION

I look forward to **connecting** with you!

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