

Nicole Ulrick

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Online Portfolio <http://www.nicnackpaddywack.com/>

Summary

Effective problem solver using excellent written and verbal communication skills. Outstanding creative development. Able to efficiently prioritize in an environment with multiple simultaneous objectives. Analytically adept, self-directed, team-oriented, and thrives on challenge. 10 years experience designing, creating and implementing websites and marketing communications materials. Organized and inspiring team leader.

Skills

Fluent knowledge of core design programs, web standards, web languages, and user interface essentials including HTML, CSS, Macromedia Studio, Adobe Creative Suite and Microsoft Office. Familiarity in PHP and JavaScript. Extensive knowledge of browser capabilities and support standards on both Mac and PC platforms. Expertise in management of the standard design process, from discovery and requirements gathering phases through design, production, testing and delivery.

Professional Experience

2009 **Web Producer** **Live Nation / Signatures Network, San Francisco CA**

2008 **Web Producer** **Disney Interactive Studios, Los Angeles CA**

Orchestrate all internal teams and outside agencies in the development of online initiatives, including websites, banner campaigns, email initiatives and web product pages. Establish creative, technical and contractual guidelines from the conceptual phase to final launch. Document and deliver to agencies detailed art direction, feedback, support and approvals for all submissions including wire frames, comps and work-in-progress builds. Manage and support all internal requests and requirements from legal, brand, marketing, 1st party, ESRB, engineering and development teams. Research technology and marketing trends and tools, as well as potential vendor partnerships. Create and maintain development schedule and budget parameters. Perform milestone reviews, track all submissions and invoices, and submit reports on each assigned title. Maintain highest quality creativity, technology and innovation in all aspects of web development and user experience.

2007 **Web Producer** **NBC.com., Los Angeles CA**

Responsible for the development and translation of online projects in to live functional websites. Consult with project managers, graphic designers and programmers in the development of prototypes and wireframes, with the primary focus on the users experience and interaction. Research and organize all required resources including content, template specifications and guidelines and dynamic components in order to establish successful information architecture. Build and maintain website files using all Creative Suite applications as well as backend coding.

2002 - 2007 **Senior Designer** **RNK Communications, Dedham MA**

Lead the design and development of websites, including all front-end compositions and coding of HTML and CSS components. Collaborate with IT and engineering team on technical feasibility of any online projects. Collaborate with cross-functional teams as well as directly with clients to develop innovative, high end deliverables. Strategic concept development, design ideation and creation of visual designs that address business, brand, market and sales requirements. Develop concepts with Copywriter/Creative Director that solve marketing problems in a fresh, unique way that impacts the increase of new customers and retains existing ones, while maintaining brand consistency among all creative. Brand management responsibilities including standards, shared docs, visual aids. Guide design team and lead development of brochures, display units, posters, newspaper ads, email blasts, banner ads, signage, packaging, advertising, trade show booths, displays, identity, collateral, strategy guides, internal brand documents and templates. Project management responsibilities including scoping required resources, budget, and deliverables while identifying key timelines and milestones to meet client objectives as expected.

Tradeshaw Coordinator

Responsible for the organization and coordination of tradeshaws including marketing and sponsorship opportunities, meetings, events and associated activities. Arrangement of all tradeshaw services, design development and production of booth signage and marketing material, submission of all contract paperwork, meeting logistics and material shipping. Travel and exhibit setup are also involved. Works with the sales and marketing team to determine annual tradeshaw calendar.

2001 - 03 Photoshop Intensive Training Instructor Northeastern University, Dedham MA
State of the Art Accelerated Web Development Program

Instructed the Photoshop Module by applying indepth coverage of the subject matter as well as extensive hands-on training. Developed class presentation and exercise material directed towards utilizing Adobe Photoshop and ImageReady applications for web development.

2001 Graphic Designer / Marketing Manager The Pixel House, Boston MA

Developed effective print and website concepts, graphics and designs ranging from corporate to small business clientele. Researched and identified marketing and client opportunities. Generate marketing strategies and promotional material.

1998 - 2001 Print Designer, Document Management Standard Register, Boston MA

Responsible for the creation, design and production of all print material, including but not limited to brochures, promotional kits, newsletters, corporate identity systems, internal and external documents. Collaborated with clients and account executives on all stages of production from design to delivery.

1996 - 98 The City Business Language School, The Language Graduates Barcelona Spain
Marketing and Publication Manager / Teacher of English

Collaborated with Creative Services in the design, layout and workflow of all levels of class packages. Established promotional strategies and tactics. Teamed with the Development Department in updating and customizing class material. Tracked and evaluated user forecast for on-line and take home class material. Instructed Beginner through First Certificate level English classes for businesses and corporations. Designed and produced lessons and activities based on the learner's level and focus.

1994 Marketing and Public Relations Director YWCA, Salt Lake City UT

Coordinated and promoted public service events for an 800 member organization. Responsible for the creation, distribution and tracking of all promotional material. Supervised and conducted annual LeaderLuncheon Award presentation hosting 750 guests. Co-produced the LeaderLuncheon program book. Arranged and coordinated annual fund raiser event featuring Helen Reddy in concert.

1993 - 96 Station Supervisor / Music and Marketing Co-Director WRBB 104.9 FM, Boston MA

Directed 23 member staff. Headed Promotional Development department. Responsible for designing and publicizing promotional material to increase listening audience. Arranged promotional and co-sponsored events. Maintained and expanded contacts with local and national organizations for underwriting and advertising. Headed On-Air Voice and Articulation classes. Established contacts with over 40 record labels. Expanded independent and local music servicing.

1993 Press Office Assistant The Boston Symphony Orchestra, Boston MA

Collaborated with colleagues in the creation, layout and distribution of all promotional material. Maintained contacts with numerous periodicals and newspapers regarding upcoming events. Tracked, organized, and generated reports on all press material and coverage.

Qualifications

Northeastern University, Boston MA

2006 Entry Level PHP and MySQL Programming Course
2003 Intensive JavaScript Programming Course
2001 Certificate in Computer Graphics
1996 Honors B.S. in Business with focus in the Music Industry; Minor in Women's Studies

International House, Barcelona Spain

1996 RSA/UCLES CELTA (Certificate in English Language Teaching to Adults)

Honors include:

BookBuilders of Boston Scholarship Organization. Dean's Honor List, Northeastern University. Who's Who Among Students in American Universities and Colleges. Gilbert Macdonald Scholarship Award. Clara and Joseph F. Ford Scholarship Fund. Women's Studies Program Executive Board. On-Air Personality, WRBB FM.