nicole **butterfield**

+ Senior Graphic Designer/Multimedia Specialist

c: 810.835.2424 | nbutterf82@gmail.com | www.swatchtheory.com

Trend forward Graphic Designer who is detailed, deadline-oriented, self directed, and conceptual. I have a passion for creating innovative, high quality, creative solutions using the latest tools and technologies, Relentless attention to detail, a gifted eye for aesthetics, and fueled by creativity. +

+ education

University of Michigan - 2004-April 08

Graduated Cum Laude while acquiring my B.F.A in Visual Communications, concentration in Graphic Design. +

+ work experience

Senior Graphic Designer/Multimedia Specialist
LifeSecure Insurance Company — Blue Cross Blue Shield of Michigan — Feb 2015 - Current

Lead the strategic design and development of integrated visual communications, including brand identities, logos, infographics, photography, advertising campaigns, direct mail, marketing collateral, email marketing initiatives, and trade show displays. Oversee the ongoing development and optimization of the LifeSecure website—spanning public-facing pages, secure portals, and targeted landing pages—by managing content through a CMS and maintaining organized digital asset libraries.Conceptualize and execute comprehensive digital marketing initiatives, including automated email drip campaigns, online advertising strategies, and coordinated social media campaigns to drive engagement and brand growth. +

Graphic Designer
Cayman Chemical Company — August 2010 - Dec 2014

Establish and uphold a cohesive visual identity system to ensure brand consistency across all communication channels, including catalogs, flyers, newsletters, website graphics, display signage, packaging, promotional merchandise, brochures, advertisements, digital assets, branded apparel, and direct mail materials. +

Graphic Designer/Web Designer
Click: Design Studio / Island SunTimes — October 2008 - August 2010

Design and execute Concepts for advertisements, websites, identity, brochures, booklets, posters, and editorial layouts from start to finish. Communicated with Clients to find their needs, determine the best solution to meet those needs, then conceptualize and execute the end result. +

+ awards

Graduated Cum Laude
Gold ADDY® Award - Self Promotion, Mixed Media
Gold ADDY® Award - Product/Package Design
Gold ADDY® Award - Trade Publication
Gold ADDY® Award - Editorial Design
Gold ADDY®Award - Editorial Design
Silver ADDY® Award - Collateral Material Campaign
Silver ADDY® Award - Editorial Design
Silver ADDY® Award - Editorial Design

+ skills

Adobe InDesign	9	Layout Design	9
Adobe Photoshop	10	Creativity	10
Adobe Illustrator	8	Photo Manipulation	10
Graphic Design	9	Typography	8
Photography	5	Web Graphics	9

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