

Nicole Butterfield

Senior Graphic Designer/Multimedia Specialist



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Why Hire Me?

For over 15 years, I've helped brands sharpen their identity, elevate their message, and communicate with clarity and impact. I blend strategy, creativity, and technical precision to create design that solves problems, tells stories, and drives results. If you're looking for someone who can take a concept, elevate it, and deliver polished, high-impact work without hand-holding, that's where I shine.

EDUCATION

University of Michigan | Visual Communications
2008 | Graduated Cum Laude

EMPLOYMENT HISTORY

LifeSecure Insurance Company | Senior Graphic Designer/Multimedia Specialist

February 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.

Cayman Chemical Company | Graphic Designer

August 2010 - December 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.

Click: Design Studio | Graphic Designer/Web Designer

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.

SKILLS

Project Management
Layout Design
Photo Manipulation
Marketing
Photoshop
InDesign
Illustrator
Web Design/HTML
Graphic Design
Design & Typography
Multimedia Production/Editing Video
Asset Creation
Strategic Thinking
Collaboration

AWARDS

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