



# Nicol Ortiz

Graphic Design | Digital Marketing

London, UK

Nicol's availability **should be discussed**

[Portfolio link](#)

[View profile on Dweet](#)

## Links

[LinkedIn](#)

## Work Preference

Location: Open to relocate

Pattern: Open to Full-time work

Employment: Permanent Positions, Hourly Consulting, Freelance Assignments

## Skills

Graphic Design (Advanced)

Artwork (Advanced)

Branding & Identity (Advanced)

Adobe Creative Suite (Advanced)

Figma (Software) (Advanced)

Typography (Advanced)

Digital Designs (Advanced)

Visual Communication (Advanced)

Graphics (Advanced)

## Languages

English (Fluent)

Spanish (Native)

## About

### SUMMARY

### BRANDS WORKED WITH

Jack Brodie Limited

PHOTOBOX GROUP

Floral Street

University of the Arts

## Experience

### SENIOR GRAPHIC DESIGNER

Jack Brodie Limited | Feb 2022 - Now

Built the branding of two luxury knitwear brands (Edinburgh Knitwear and WISPR) from scratch resulting in an increase in orders of 50% and rebranded existing brands (Brodie Cashmere and CRUSH) resulting in a great increase on engagement rate and revenue.

- Lead all creative and visual materials across digital and print, this includes: CRM, Social Media, wholesale materials, trade shows, digital and printed advertising.
- Designed one of the famous London Cabs as celebration of winning the Queen's Award of Enterprise 2022.
- Daily use of Adobe software such as Photoshop, InDesign, Illustrator, Premiere Pro and After Effects.

### DIGITAL DESIGNER

PHOTOBOX GROUP | Sep 2021 - Mar 2022

Responsible for homepage graphics for Photobox in over 15 countries worldwide, including the translation of artwork to over 10 languages.

- Designed CRM material with a global reach of +30 million users including newsletters, flyers, printed inserts and direct mail.

### CREATIVE DESIGNER AND DIGITAL MARKETING

Floral Street | Sep 2019 - Sep 2021

Lead all email marketing activities including a complete re-branding of the weekly newsletter that resulted in a 10x increase in revenues year on year.

- Production of digital creative content (imagery, videos, GIFs, banners etc); including social media content for Sephora, banners & artwork for a number of partner websites including Selfridges, Harrods, John Lewis and NEXT, and all Floral Street digital platforms, utilizing adobe creative suite & professional photography skills.
- Designed the window display for John Lewis Oxford Street and created all printing materials and visual merchandising for Floral Street stores.
- Daily use of Adobe software such as Photoshop, InDesign, Illustrator, Premiere Pro and Animate, to assist in the marketing of multiple new products and campaigns.
- Actively involved in product development, including packaging design, and designing mood boards.
- Created numerous internal presentations and reports for senior stakeholders.

### DIGITAL AMBASSADOR

University of the Arts | Jun 2019 - Sep 2019

Developed ideas to enhance UAL services (such as Library and Loan Store).

- Worked with a team of UX designers and researchers to improve the user experience for UAL website in mobile phones, tablets and computers.



Italian (Basic)

French (Basic)