



NICOLE MACSHERRY
SENIOR DIGITAL DESIGNER
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EDUCATION

Moore College of Art & Design (MCAD)
Philadelphia, Pennsylvania
BFA Graphic Design, Cum Laude • 2003

Continuing Education
Bucks County Community College
HTML & CSS Fundamentals • 2016
Javascript Fundamentals • 2016

Seminars
How to Supervise People (Fred Pryor Seminars)
Holiday Inn, Princeton, New Jersey • 2008

Workshops
Joel Kats Design Associates
Information Graphics Workshop • 2002

SKILLS

MACINTOSH
WINDOWS
ADOBE ACROBAT PRO
ILLUSTRATOR
PHOTOSHOP
INDESIGN
BADIA BIG PICTURE
DISTILLER
MICROSOFT OFFICE
MEDIA BANK
FILEMAKER PRO
SUITCASE FUSION
DSLR PHOTOGRAPHY
HTML & CSS

ACHIEVEMENTS

Published in MCAD Magazine Fall/Winter • 2014
Wildlife Society Conference Logo Contest Winner • 2014
MCAD Cum Laude graduate
MCAD Senior Show • Spring 2003
MCAD Student Show • Spring 2000
MCAD Dean's List • Fall 2000 through Spring 2002
MCAD Presidential Scholarship • 2000, 2001, 2002
MCAD Scholarship • 2000, 2001, 2002
Bucks County Community College
Art Exhibits • Spring 1997, 1998, 1999
Bucks County Community College
Dean's List • Spring 1999

EXPERIENCE

LENOX CORPORATION, Bristol, Pennsylvania
5. 2018 to present
Senior Digital Designer / Manager

Lead a team of 3 as well as trained new designers for Lenox Direct to Consumer division. Give art direction to in house photographer, videographer, junior designer, digital and print production artists. Design and execute digital assets which include - but not limited to - emails, web banners, digital ads and website/ landing page designs. Design printed catalogs, booklets, postcards and other mailers.

LENOX CORPORATION, Bristol, Pennsylvania
8. 2016 to 5. 2018
Web and Graphic Designer

Took the lead for new bridal web page initiative for corporate website and collaborated with marketing team and developers to implement new page. Design and build responsive emails. Create any website assets as needed. Design printed catalogs, booklets, postcards and other mailers.

LENOX CORPORATION, Bristol, Pennsylvania
10. 2014 to 8. 2016
Senior Graphic Designer / Collateral

Conceptualized and designed postcards and posters for sweepstakes, market save the dates and evites, advertisements and belly bands for national magazines, account rebates, sell sheets as well as brochures and catalogs for international and national consumers, sales force and merchandisers. Assist in art direction of photography pertaining to any catalogs and brochures. Designed web banner ads for Lenox accounts.

LENOX CORPORATION, Bristol, Pennsylvania
3. 2004 to 10. 2014
Senior Graphic Designer / Manager for Packaging

Lead a team of 3 designers as well as trained new designers. Liaison between marketing, sourcing, in-house photographer, overseas packaging engineer, color prep house and direct reports to oversee and ensure quick turn around time of packaging job requests. Created packaging graphics. Handmade box mockups for shows. Art directed new packaging ideas and photo shoots based on marketing's product developments and requirements. Presented design concepts to brand leaders. Redesigned Lenox brand core packaging for a more cost effective solution and brand consistency.

WORKS DESIGN GROUP, Haddon Township, New Jersey
2. 2004 to 3. 2004
Graphic Designer

Assisted with the illustration for the Yoda Star Wars collector cup for Mattel. Layout design for Temple Boys Gymnastics Invitational. Created standards manual for Campbell's V8 Invigor8. Designed new concept for diet V8 Splash.

CAMPBELL'S SOUP COMPANY, Camden, New Jersey
6. 2003 to 1. 2004
Graphic Designer

Was selected as 1 of 2 interns that were hired out of a group of 8 interviewed. Created packaging graphics for brands such as V8 and Pace. Designed POS items and signage for new V8 Invigor8. Designed concepts for the New V8 logo. Responsible for creation of the Campbell's Compass logo and standards manual.