



NICOLE MACSHERRY
MULTIMEDIA GRAPHIC DESIGNER
215.630.6253
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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
ILLUSTRATOR / PHOTOSHOP / INDESIGN
ADOBE ACROBAT PRO
MICROSOFT OFFICE
SLACK
ASANA / MEDIA BANK
FILEMAKER PRO
BADIA BIG PICTURE
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

Greenwood Gaming, Bensalem, Pennsylvania
Multimedia Graphic Designer / 5. 2019 to present
Work with an in-house design team to develop and create Parx Casino and Parx Online advertising and marketing material. Design promotional invitations, postcards, banners, billboards, magazine and newspaper ads, posters, vouchers, logos, web banners, sports and gaming web assets and dining menus and more. Update Parx Casino website home page hero asset and update html. Manage projects in Asana, our content management system, to ensure all projects are started and completed in a timely and efficient manner.

LENOX CORPORATION, Bristol, Pennsylvania
Senior Digital Design Manager / 5. 2018 to 5. 2019

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.

Web and Graphic Designer / 8. 2016 to 5. 2018

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.

Senior Graphic Designer for Collateral / 10. 2014 to 8. 2016

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.

Senior Graphic Design Manager for Packaging / 3. 2004 to 10. 2014

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

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

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
Graphic Designer / 6. 2003 to 1. 2004

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.