

KRISTIN NICHOLSON

SHE/HER

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EXPERIENCE

CIBC DIGITAL

*Product Design Lead
Aug 2020 - Present*

Lead a multidisciplinary team to execute CIBC's successful new brand launch on our public facing digital site. Worked closely with our brand team to educate and implement digital best practices into the new brand guide. Helped to establish and enforce rules to help create design cohesion across our large network of designers. Worked closely with our developers to implement the new brand and update the components within Adobe Experience Manager.

CIBC DIGITAL & SIMPLII

*Sr. Visual Designer
Nov 2017 - Aug 2020*

Worked within an agile pod and collaborated with stakeholders to plan and implement digital marketing campaigns and splash pages based on real-market data, SEO, and client needs. Built out our designs using Adobe Experience Manager components as well as custom-developed components.

APEX PR & RUCKUS DIGITAL

*Digital Designer
May 2017 - Sept 2017*

Collaborated with clients, accounts managers and copywriters to create social campaigns for Walmart Canada, Planet Fitness, and Husqvarna.

KBS TORONTO

*Digital Designer
Aug 2016 - May 2017*

Worked on an agile focused team with our developers to create responsive web designs for Cancer Care Ontario, Innocence Canada, and Red Rose Tea. Created, maintained and archived digital assets on a variety of Unilever and Church & Dwight brands.

HAVAS CANADA

*Art Director
May 2013 - Apr 2015*

Conceptualized, executed, posted and moderated social media pages for Michelob Ultra Canada, Volvo Canada, and Belvedere Vodka. Worked alongside our senior designers to execute responsive designs for National Bank, Black's Photography, and New Balance.

TBWA TORONTO

*Digital Producer & Designer
May 2012 - Feb 2013*

Worked with the digital team to maintain and update content across all of Visa Canada's online properties. Created assets that were used in one of the first mobile branded YouTube channels for Nissan Canada.

FREELANCE

Unity Health Toronto Research Ethics

*Joy Fund Cookbook layout
2022*

Community Fridges HamOnt

*Marketing and Social design, community management
2021 - Present*

GreenConsulting Group LTD

*Branding
2020*

EDUCATION

Juno College

*Advanced Digital Design
Mar 2017 - Apr 2017*

Juno College

*Web Development
Sept 2013 - Dec 2013*

Seneca College

*Digital Media Arts
September 2010 - May 2012*

Humber College

*Comedy Writing & Performance
Sept 2005 - Dec 2007*

TOOLS & SKILLS

Software Tools

*Sketch
Adobe Creative Suite
Adobe Experience Manager*

Professional Skills

*Inclusion & Diversity advocate
Team Leadership
Problem Solving
Communication & Presentations
Branding & Visual Identity
Web Design
UX UI Design
Design systems*

INTERESTS

- Attending live stand up comedy
- Co-founder of 'Feel your fantasy' zine - a guide to running your own RuPaul's Drag Race fantasy league
- Stared playing Hockey at age 3