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Nicole Schuerman

I am a creative designer and director with 12+ years of professional experience. I love to solve problems and create thoughtful, effective solutions for high-growth brands.

Work Experience

EDUCATION

Salve Regina University
Newport, RI / 2008 – 2012
BA, Studio Art
Graphic Design &
Photography

SKILLS

Branding & Identity
Web Design & Management
Art Direction & Leadership
Creative Strategy
Marketing Campaigns
Project Management
Video Concepting
Trade Show & Event Design
Print Design
Advertising
Social Media

TECHNOLOGY

Adobe Illustrator
Adobe Photoshop
Adobe InDesign
Wordpress
Sketch & Figma
Google Workspace
Microsoft Office

Creative Director, Spiff (acquired by Salesforce) Aug. 2021 – Present

- Spearheaded a visual rebrand of the company in 2021; efforts directly contributed to Spiff being named 23rd on the 2023 Inc. 5000 List for 12,342% 3-year growth.
- Partnered with digital to launch a new website in tandem with the rebrand, leading to a 540% improvement in website conversion rate (0.43% to 2.76%).
- Work with leadership to provide creative direction and execute projects from start to finish.
- Support marketing team by creating new processes and assets in line with the brand strategy.
- Nurture the skills of design staff; providing direction and managing workloads.
- Collaborate with various departments to foster integration and ensure brand consistency across all channels.

Senior Visual Designer, Flockjay Apr. 2021 – Aug. 2021

- Worked as the first design hire for a tech sales training company.
- Executed the design of digital assets and campaigns including website pages, digital ads, social media graphics, etc. to support the Growth & Demand Gen team.

Senior Designer, Prosek Partners Mar. 2018 – Apr. 2021

- Executed high-profile, complex design and branding projects for a wide range of clients in the financial, B2B, and tech industries (websites, brand identities, videos, infographics, presentations, social media, emails, reports, collateral, etc.).
- Worked across client teams to lead the strategy and design of multiple projects from inception to conclusion.
- Managed designers to ensure the creative execution supported the brand strategy. Served as a mentor and identified opportunities for professional development.

Lead Designer, ZoomInfo Jan. 2015 – Mar. 2018

- Spearheaded a complete rebrand of the company which aimed to modernize the look and feel of the brand, help ZoomInfo stand out from competitors and increase lead generation.
- Designed and managed a variety of branded marketing materials including websites, landing pages, eBooks, campaign assets, infographics, trade show booths, etc.
- Collaborated with product team to increase lead flow and improve the UX of the platform.

Graphic Designer, Arthrosurface (acquired by Anika) Jun. 2012 – Jan. 2015

- Designed all marketing materials and large-scale trade show graphics.
- Managed company website and blog (Wordpress), marketing campaigns and social media.
- Worked with lifestyle magazines and medical journals to design and place print ads.