

# NICOLE GALINDO

Art Director / Sr. Designer / Storyteller



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view my work at:  
nicolegalindo.com  
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## PERSONAL SUMMARY

I am a Sr. Creative with **12+ YEARS** experience in design and marketing.

**CLIENTS:** Carnival Cruise Line, Disney Cruise Line, Disney Parks, BP Lubricants, Castrol Oil, Swisher Cigarettes, Great Dane Trailers, Carlos Albizu University, Kodak

**MARKETS:** U.S., U.S. Hispanic, Caribbean, Latin America

## EDUCATION

*Ai - Miami International University of Art and Design*

[08/2005 - 06/2007] Miami, FL

**BA in Graphic Design**

*Miami Dade College*

[08/2003 - 06/2005] Miami, FL

**AA in Commercial Arts**

## SKILLS

Advertising Agency Experience

Work well under pressure

Relationship building

Front End Web & Email Design

Cheetah Mail & Exact Target

Mac & Windows

Adobe Creative Suite CC 2019

Photoshop, Illustrator

InDesign, Dreamweaver

After Effects, Premiere

Basic HTML & Basic CSS

Microsoft Office

Bilingual – Fluent in Spanish & English

## RECOGNITION

*[all won under Agency: fourdiazlvargas]*

1 Charlie Award

2 Gold Regional Addy Awards

1 District Gold Addys Awards

3 Gold Local Addys Awards

3 Silver Regional Addys Awards

3 Silver District Addys Awards

## EXPERIENCE

**Carnival Cruise Line** [07/2015-Present] Miami, FL [www.carnival.com](http://www.carnival.com)

**ART DIRECTOR / SR. VISUAL DESIGNER**

- Art Direct in-house creative team as well as outside agencies
- Lead creative for online merchandising, email marketing, web content, loyalty & partnerships, booked guest and direct mail teams
- Team up with partners such as Miami Heat, New Orleans Saints, Houston Texans, Michaels, Netflix and more
- Conceptualize, strategize and develop high impacting visual solutions for targeted audiences for email, homepage and direct mailers
- Act as a creative brand Police for all channels to help maintain brand standards
- Design various onboard collateral such as menus, signage, stateroom materials and more
- Design internal marketing materials including branding packages, signage, UI/UX recommendations for internal software programs and more
- Conceptualize and develop visual strategies for various presentations and pitches
- Animation and video editing
- Assisted in art direction of photo shoots

**fourdiazlvargas** [01/2007-07/2015] Miami, FL [www.fourdiazlvargas.com](http://www.fourdiazlvargas.com)

**ART DIRECTOR / SR. DESIGNER**

- Developing excellence through innovative & creative concepts across all media
- Developed strategic creative briefs for creative teams based on client needs and objectives
- Responsibilities have included managing and sourcing designers, photographers, vendors, design production, supervising print press checks as well as digital media, all while building strong relationships with a broad range of clients and keeping innovation top of mind and within budget
- Manage, lead creative teams with digital marketing campaigns for Kodak Lat-Am
- Ability to manage and work with other project managers and teams of creative designers to help deliver nationwide and international campaigns from concept development to final delivery
- Communicating design visions and rationale clearly to clients & design teams
- Managing and directing photo shoots on time and to budget
- Produced innovative brand-extending and cross-channel campaigns for thriving companies such as: *Disney Cruise Line* – Latin America, *Disney Parks* – Latin America, *BP* – Castrol Latin America & Caribbean Region Markets and *Swisher International* – U.S. Hispanic and Domestic Markets
- Extensive experience in the Travel and Tourism, Tobacco, Energy, Education and Non-Profit Industries
- Art directed over various video productions and sales presentations from concept development to story boarding, communicating vision and tone, supervising production and motion graphics