

NICHOLE SOKOLOFF

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CREATIVE DIRECTOR PROFILE

- Creative director and designer with advertising, branding and product design expertise, working strategically across all channels.
 - Strong understanding of brand development and multichannel marketing.
 - Known for managing complex, high-volume accounts with strong relationship development skills at all levels of organizations.
 - 10+ years experience leading, inspiring and managing creative teams, resources and talent to deliver on client business objectives.
 - Intuitive problem-solving skills, using analysis of complex data to generate ideas and solutions quickly.
 - Adobe Creative Suite, Keynote, PowerPoint, Figma, Sketch, XD, Principle, InVision, Slack, Asana, Teams
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PROFESSIONAL EXPERIENCE

Apple Sr. Art Director | 5/22 - Now

Directing interactive work on apple.com, including new product launches in Apple's Sunnyvale MarCom department.

Nichole Sokoloff Creative Director | 7/14 – 5/22

Offering channel-agnostic creative direction for global brands, ad agencies, interactive agencies, design studios and tech startups, solving business problems that increase brand awareness and revenue. Clients include DKNY, Chanel, First Look Media, Jack Morton, Chandelier Creative, McCann, Razorfish, iCrossing and The Atlantic's agency Atlantic57.

MRM/McCann Director of User Experience (Consultant) | 1/20 – 4/20

Directed UX designers in the migration of twelve Honeywell sites (\$6M) at a program level. Partnered with account, content strategy and project leads, ensuring delivery of strategically aligned creative solutions that met client's business objectives.

MoneyLion Creative Director | 8/18 – 1/20

Oversaw creative across owned, earned and paid channels including direct mail, lifecycle, direct marketing, social and interactive campaigns. Drove company's rebrand, including style guide, brand book and briefing all partners and vendors. Led creative team, partners and vendors in the development of marketing campaigns and product design. Initiated new creative processes to streamline projects, ensuring alignment with key business needs and priorities.

AT&T Creative Director (Consultant) | 3/18 – 7/18

Designed corporate rebrand. Reported to VP of Creative Services. Presented to executives and internal teams.

Apple + Critical Mass Art Director (Consultant) | 6/17 – 11/17

Art directed the digital launches of HomePod and Apple TV 4K in Apple's Sunnyvale MarCom department. Collaborated with Product Design team on redesign of the apple.com and Apple Store app check-out process to improve retention, increasing sales 1% globally.

Gretel Creative Director (Consultant) | 5/16 – 2/17

Partnering with Netflix's brand team, led the redefinition and relaunch of the Netflix brand system and brand guideline site for local markets in 190 countries. Created strategically aligned branded templates across all touch points. Directed creative exploration of illustration style to be used across Netflix channels.

KiDS Director of Creative Services & Creative Director (Consultant) | 2/16 – 5/16

Managed daily operations of the creative department. Partnered with strategy and account leads on creative briefs. Streamlined the creative process between agency and in-house shoot production, post-production, prepress services. Responsibilities included SOWs, estimates, client management and project management. Accounts included Alexander Wang, Maiyet, 7 For All Mankind and Vera Wang.

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Laird + Partners Creative Director (Consultant) | 6/15 – 11/15

Led digital creative work across the DKNY, Swarovski, Tommy Hilfiger and Lane Bryant accounts. Contributed creative for new business presentations. Refined the creative process, optimizing output by instituting new workflow and ways of scheduling milestones.

FreshPlanet Creative Director (Consultant) | 6/14 – 1/15

As first in-house creative director, developed creative process to manage this tech start-up's product design team. Fostered a strong working relationship with Apple's Apps team to increase Apple's promotion of FreshPlanet's games and apps. Oversaw the creative team's design of mobile games/apps and Apple Watch games/apps.

Badger & Winters Creative Director | 11/13 – 7/14

Established the agency's digital creative department, increasing digital capacity. Developed creative and decks for new business pitches. Accounts included Avon, Living Proof, Godiva, Donghia, Calia and CEW.

Ogilvy Associate Creative Director | 3/07 – 11/13

Provided creative direction across owned, earned and paid channels for BlackRock and iShares campaigns. Managed a team of art directors and copy writers on the redesign of enterprise platforms for BlackRock, DuPont and Siemens, as well as the international American Express Centurion and Platinum cardmember sites. Collaborated closely with UX team on user experience of all sites and apps. Accounts included BP, TWC and myriad healthcare brands. Contributed regularly to new business development, participating in dozens of pitches.

Atmosphere BBDO Art Director | 2/06 – 3/07

Art directed the redesign of Emirates Airlines enterprise platform. Designed launch site for Citi American Express Chairman card. Explored eBay rebrand. Created ClearRx (prescription bottle) campaign for target.com.

R/GA Senior Designer | 3/05 – 1/06

Designed interactive marketing for Verizon across channels, including a campaign that appeared on the Thompson Reuters digital billboards in Times Square.

Bluefly Senior Designer | 6/04 – 3/05

Concepted and designed bi-weekly campaigns and UX/UI for e-commerce site. Created pop-up retail space in SoHo.

FutureBrand Digital Senior Designer | 3/02 – 6/04

Designed award-winning identities, brand guidelines, websites and exhibition spaces for Dubai-based real estate development companies Emaar and Nakheel. Projects included the launches of Burj Khalifa and The Palm. Worked in Dubai to expedite creative presentations and client approvals. Domestic accounts included General Motors and UPS.

AWARDS & RECOGNITION

- Effie Awards, Bronze: BlackRock campaign, *New World of Investing*
- iTunes Best New Games of the Week: Rock On, BoxPop, TravelPop, HelloPop, ShakePop, SongPop2
- Google Play Best New Game of the Week: BoxPop
- WebAward for Best Airline Website: Emirates.com
- Apple App Store Best of 2015: BoxPop for Apple Watch
- Corporate Identity Awards: Arabian Ranches brandmark and brochure, The Meadows brochure, Jumeirah Islands brochure

EDUCATION

University of California, Santa Cruz BA, Art History (Highest Honors) & Feminist Studies | 5/94