

# NINA SANCHEZ

art direction | graphic design



## EXPERIENCE

### WEB GRAPHIC DESIGNER

The SSL Store | SAINT PETERSBURG, FL | AUGUST 2018-PRESENT

Creating materials that tie back to the company's established global brand for various brands + businesses within the IT/web security industry.

- UI Design | Landing Pages
- Iconography
- Trade Show Designs
- Branding + Identity
- Integrated Marketing

### JR. ART DIRECTOR

Company Man Studios | TAMPA, FL | AUGUST 2017-AUGUST 2018

Boutique agency near downtown Tampa, catered to design + video production. Highlights include:

- Design Consultations
- Wordpress Site Customization (HTML + CSS)
- Art Direction for photography + video production
- Branding + Identity
- Packaging + launch of successful brand
- Social Media

### FREELANCE DESIGNER

ninsdesigns | CHARLOTTE, NC | ST. PETE, FL | JUNE 2016-PRESENT

- Concept + System Development
- Branding + Identity
- Marketing Collateral
- Design Consultation
- Site Mapping + Wireframing

### GRAPHIC DESIGN INTERN

Little Red Bird | CHARLOTTE, NC | SUMMER 2016

Boutique agency in Charlotte, major clients in the educational sector.

- Branding + Identity
- Print Design
- Large Format Design

### MARKETING + GRAPHIC DESIGN INTERN

UCAE | UNC CHARLOTTE | FALL 2015-SPRING 2016

Office for students who need academic assistance.

- Rebrand
- Design Research
- Marketing Collateral
- Infographics
- Website Design

### VISUAL ASSISTANT

RR DONNELLEY SW26 STUDIO | PINEVILLE, NC | SUMMER 2016

Commercial photography studio for Belk online & print catalogs.

- Attention to detail
- Commercial Studio Workflow
- Assisted stylists and Photo Assistants
- Prepared merchandise for daily shot list

## EDUCATION

UNC CHARLOTTE | CHARLOTTE, NC

College of Arts + Architecture

Department of Art + Art History

CLASS OF 2016

Bachelor of Fine Arts | Graphic Design Concentration

## AFFILIATIONS

### MEMBER + OFFICER

COMMUNICATIONS DIRECTOR

IGA UNCC STUDENT CHAPTER | 2014-2015

Helped initiate the organization at UNC Charlotte.

### MEMBER

IGA CHARLOTTE | 2014-2017

IGA TAMPA BAY | 2017

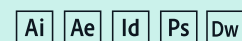
## SKILLS

### CREATIVE

design research  
mind mapping  
concept development  
branding + identity  
design installation  
wireframing  
ux + ui  
storyboarding  
digital animation  
data visualization  
prototyping  
typography  
digital campaigns

### TECH

mac + pc  
office + productivity  
html + css  
cms  
wordpress



### LANGUAGE

fluent spanish