

NICOLE SANO

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Collaborative and solutions-oriented creative designer, finding the right balance of pushing innovative design ideas while staying true to the voice of a brand. Passionate about helping clients achieve their vision and courageous enough to push the limits to see what else is possible. Empathetic leader who believes the best solution is found when people come together to share and learn.

PROFESSIONAL EXPERIENCE

FREELANCE

SEPTEMBER 2023–PRESENT

FENTON COMMUNICATIONS | ART DIRECTOR

AUGUST 2021–SEPTEMBER 2023

- Developed and implemented innovative conceptual ideas and visual stylistic directions across all media platforms including print, digital, mobile, and social for a wide variety of clients
- Created and adopted visual styles and tonal personalities reflecting the nuances of the client's brand and voice
- Worked collaboratively with Account, Digital, Social, and Project Management teams to successfully produce creative within time and budget expectations
- Maintained direction over assigned internal graphic designers, production artists, and outsourced creative contractors
- Art-directed photo shoots in-person, virtually, or by providing art direction decks to client and photographer

FORDHAM UNIVERSITY, OFFICE OF MARKETING AND COMMUNICATIONS | SENIOR DESIGNER

FEBRUARY 2007–AUGUST 2021

- Conceptualized and art-directed multi-platform campaigns that supported the overall University and departmental strategic goals
- Worked with Project Managers and editors to update and design hundreds of pieces for internal University clients each year, including digital and print advertising, brochures, invitations, and flyers
- Led design for one of the biggest annual projects of the enrollment group; a personalized information packet with admission and financial aid information
- Spearheaded a project to set up PhotoShelter, a digital asset management system of 18K+ photos for the marketing department
- Art-directed photoshoots, including scouting locations, recruiting students, and hiring photographers

ACTIVISM

MOMS DEMAND ACTION FOR GUN SENSE IN AMERICA | NASSAU COUNTY CHAPTER | LEGISLATIVE LEAD

FEBRUARY 2018–PRESENT

- Forge relationships with office of each of Nassau County's three Congress members, six state senators, and five assembly members that support the Moms Demand Action mission; lead joint meetings to lobby for sensible gun laws
- Represent the organization as a gun legislation expert at speaking engagements and lawmaker events.
- Volunteered in the 2018 election before taking on role of Local Legislative Lead
- Grew the team of volunteers from 15 to 75 in the first five months of 2020
- Organized 2020 election outreach, adapting our strategy to weekly phone and text banks for candidates due to the COVID pandemic.

SKILLS & ABILITIES

Adobe Creative Suite:

InDesign, Illustrator, Photoshop,
Premiere Pro, Acrobat Pro, Bridge

Google Suite

Microsoft 365

Basecamp: Project Management Software

Monday Project Management Software

EDUCATION

DREXEL UNIVERSITY

Bachelor of Science, Graphic Design

CIVIC ORGANIZATIONS

CYCLE FOR SURVIVAL

2013–PRESENT

In memory of my uncle, I join my family in Cycle for Survival, an indoor team cycling event that raises funds for rare cancer research for Memorial Sloan-Kettering Cancer Center.

ROD GILBERT GOLF CLASSIC TO BENEFIT THE DIABETES RESEARCH INSTITUTE FOUNDATION

1992–2018

After my brother's diagnosis, my family got involved in fundraising to help find a cure for diabetes. I volunteered at the event, in addition to taking on all design responsibilities for signage, invitations, and the commemorative journal.