



## NICOLLE KASIN

2/27 Rickard Avenue  
Mosman, NSW 2088  
+04 7463 8178  
nkasin20@gmail.com

nicollek.com

## EXPERIENCE

### **NK DESIGNS** | SYDNEY, NSW

*Freelance Creative & Art Director, March '17 – Present*

Art direction, branding & strategy, graphic design and identity consulting for small & global brands in retail & consumer goods, publications, art, music, hospitality, real estate and technology. Clients include: TBWA, Eskimo, Bendon, Merivale, the projects, September Design, K&Co, Hycorp.

### **STUDIO WOO** | SYDNEY, NSW

*Associate Creative Director, August '16 – March '17*

Oversaw & managed both creative & account management teams in execution of brand communications for Australian retail clients including Portmans, Sportscraft, Sheridan and JAG.

### **AUGUST** | NEW YORK, NY

*Associate Creative Director, September '14 – March '16*

Led a team of designers, strategists & copywriters to execute brand communications for fashion & luxury clients including John Hardy, Marc Jacobs, Calvin Klein, Balenciaga Fragrances, Hugo Boss Fragrances, Bvlgari, DCL cosmetics, and Malin+Goetz.

### **LAIRD + PARTNERS** | NEW YORK, NY

*Senior Art Director, October '10 – September '14*

Lead art director on Donna Karan and DVF accounts. Responsible for art direction and design development of all global advertising campaigns, collateral and promotional items from original concept generation through final production. Design & oversee production of sets for seasonal runway shows, invitations and press materials for Donna Karan brands.

### **CALVIN KLEIN FRAGRANCES, COTY PRESTIGE** | NEW YORK, NY

*Graphic Designer, April '08 – September '10*

Lead designer responsible for design and new concepts for signature and limited editions of CK One, CK Be, CKIN2U brands. Oversaw and executed all aspects of design & production for these brands. Lead designer launch of Calvin Klein Beauty & Balenciaga's new fragrance.

### **V MAGAZINE / VISIONAIRE / V AGENCY** | NEW YORK, NY

*Graphic Designer, April '07 – April '08*

Assisted in all aspects of design and production for assigned issues, including exhibition and signage, and promotional materials. Assisted in development and design of advertisements, collateral, & logo development for: Ferragamo, Karl Lagerfeld, Shiseido, Valentino, & Versace.

## EDUCATION

### **MIAMI AD SCHOOL** | MIAMI, FL & AMSTERDAM, NETHERLANDS

Graphic Design, *September '05 – March '07*

### **SCHOOL OF VISUAL ARTS** | NEW YORK, NY

Continuing Education Courses, Graphic Design, *June '05 – September '05*

### **TULANE UNIVERSITY** | NEW ORLEANS, LA

Bachelor of Arts in Marketing & French, *August '99 – May '03*

## RECOGNITION

### *Awards:*

2015 Clio Image Award Finalist, DVF Spring '14 Campaign

2014 Clio Image Award Winner, DVF Fall '13 Campaign

### *Work Published In:*

1,000 Package Designs, published by Rockport

Logo Lounge Volumes 4 and 5, published by Rockport

CMYK Magazine, Issue 39

## SKILLS

Figma, Adobe Creative Cloud (Photoshop, Illustrator, Indesign, After Effects)

Printmaking, photography, drawing, mock-up/ model building

Proficient in French