



Nicol Ortiz

Graphic Design | Digital Marketing

London, UK

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Links

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Languages

English (Fluent)

Spanish (Native)

Italian (Basic)

French (Basic)

About

SUMMARY

BRANDS WORKED WITH

Floral Street

Jack Brodie Limited

PHOTOBOX GROUP

University of the Arts

Experience

● SENIOR GRAPHIC DESIGNER

Jack Brodie Limited | Feb 2022 - Now

Built the branding of two luxury knitwear brands (Edinburgh Knitwear and WISPR) from scratch resulting in an increase in orders of 50% and rebranded existing brands (Brodie Cashmere and CRUSH) resulting in a great increase on engagement rate and revenue.

- Lead all creative and visual materials across digital and print, this includes: CRM, Social Media, wholesale materials, trade shows, digital and printed advertising.
- Designed one of the famous London Cabs as celebration of winning the Queen's Award of Enterprise 2022.
- Daily use of Adobe software such as Photoshop, InDesign, Illustrator, Premiere Pro and After Effects.

● DIGITAL DESIGNER

PHOTOBOX GROUP | Sep 2021 - Mar 2022

Responsible for homepage graphics for Photobox in over 15 countries worldwide, including the translation of artwork to over 10 languages.

- Designed CRM material with a global reach of +30 million users including newsletters, flyers, printed inserts and direct mail.

● CREATIVE DESIGNER AND DIGITAL MARKETING

Floral Street | Sep 2019 - Sep 2021

Lead all email marketing activities including a complete re-branding of the weekly newsletter that resulted in a 10x increase in revenues year on year.

- Production of digital creative content (imagery, videos, GIFs, banners etc); including social media content for Sephora, banners & artwork for a number of partner websites including Selfridges, Harrods, John Lewis and NEXT, and all Floral Street digital platforms, utilizing adobe creative suite & professional photography skills.
- Designed the window display for John Lewis Oxford Street and created all printing materials and visual merchandising for Floral Street stores.
- Daily use of Adobe software such as Photoshop, InDesign, Illustrator, Premiere Pro and Animate, to assist in the marketing of multiple new products and campaigns.
- Actively involved in product development, including packaging design, and designing mood boards.
- Created numerous internal presentations and reports for senior stakeholders.

● DIGITAL AMBASSADOR

University of the Arts | Jun 2019 - Sep 2019

Developed ideas to enhance UAL services (such as Library and Loan Store).

- Worked with a team of UX designers and researchers to improve the user experience for UAL website in mobile phones, tablets and computers.

