nikki lusty

graphic designer

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EDUCATION

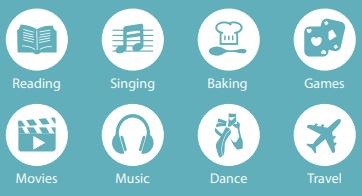
The Art Institute of SLC
Associates of Graphic Design
June 2012

Utah State University
Bachelors of Interior Design (B.I.D.)
May 2009

ABOUT ME

Hi! I'm Nikki Lusty and graphic design is my passion. As a designer, there is nothing more fulfilling to me than creating something beautiful and meaningful. I love working within a brand I admire and elevating it to be recognizable, familiar and revered.

INTERESTS



REFERENCES

Cody Dingus
801.633.5466

Lara Crapo
202.441.3075

Michelle Lewis
801.360.6164

WORK EXPERIENCE

Creative Team Lead | HealthEquity
February 2014 – Present

- Manage the 5 members of the creative team and all design work ensuring quality design within brand guidelines
- Work closely with the VP of Marketing creating, implementing and maintaining the current brand, its guidelines and the new HealthEquity logo
- Meet regularly with my team to collaborate, brainstorm and critique projects
- Manage external vendor relationships including print and promotional vendors, event coordinators and photographers
- Conceptualize and design print marketing materials, infographics, logos, presentations, web images, physical displays, internal documents and giveaways within brand guidelines
- Collaborate with the facilities team on the interior design of the corporate offices
- Coordinate several large-scale company events

Design Queen | Finders Seekers, LLC
February 2018 – Present

- Work closely with the Finders Seekers team developing, designing and creating puzzles for the month's theme
- Involved heavily in strategy, growth opportunties and product development
- Collaborate with the Finders Seekers team creating new packaging designs
- Design various product advertisements and web images
- Answer customer's account and puzzle questions on social media

Production Designer | Reckitt Benckiser
October 2012 – December 2013

- Created original designs for Airborne® and Digestive Advantage®
- Updated designs for popular brands such as MegaRed® and Move Free®
- Collaborated with the design team creating new product and packaging designs
- Designed product advertisements and package inserts
- Resized various packaging designs for new dielines
- Managed artwork for interdepartmental and legal approval

Intern | Richter 7
April 2012 – October 2012

- Designed original print pieces for various clients
- Designed or resized several client web banners
- Created company business cards
- Performed various general office duties

TECHNICAL SKILLS



RELEVANT AWARDS

Marketing Team of the Year | Utah Business SAMY Awards | January 2016
Best Marketing Team of the Year | Utah AMA | November 2015
Most Outstanding Student in Graphic Design | Art Institute of SLC | June 2012