NICK THERRIAULT GRAPHIC DESIGN

site: nicktherriault.com
mobile: 203_521_1826
email: ntherriaultgd@gmail.com

Experience

Nick Therriault Graphic Design Easton, Connecticut

Creative Director and Principal, May 2023 -

As the Creative Director of Nick Therriault Graphic Design, I managed a range of design projects for clients, including serving as a Freelance Lead Designer for 321Ignition, focusing on UX/UI for car dealership websites, and as a Freelance Art Director for Benebone, overseeing social media and Amazon image design. In these roles, I led the development of engaging visual content, ensuring brand consistency and driving user engagement across various platforms.

ReserveBar Ridgefield, Connecticut

Graphic Design Manager/Art Director, January 2021 - April 2023

As the Graphic Design Manager/Art Director, I managed the day-to-day activities of the design team and ensured the quality of work aligned with the established vision and direction of materials. In the role of Art Director, I led the creation and execution of campaign initiatives and special projects for sub-brands under the ReserveBar umbrella, including print and digital catalogs, digital experiences, membership programs, Storyboarding for CTV and linear TV, and support for other major brand/company initiatives.

Haddad & Partners Fairfield, Connecticut

Graphic Designer, March 2019 - August 2020

As a graphic designer at Haddad & Partners, I thrived in a remote working environment, collaborating with a global team to create paid social digital display ads for Microsoft. My role involved storyboarding, animation, and providing creative direction. This experience enhanced my communication skills, teamwork abilities, and proficiency in UX/UI design for websites and applications across different business sectors.

Edible Arrangements Wallingford, Connecticut

Associate Creative Director, October 2018 - March 2019
Senior Graphic Designer, May 2018 - October 2018
Graphic Designer, May 2015 - May 2018

As an Associate Creative Director, I led team efforts in agency management, project development, and annual conference coordination. I oversaw asset creation for various channels like landing pages, microsites, and store signage, while also managing daily tasks such as web banners, social media assets, and email content.

My focus was on ensuring high-quality and timely delivery of creative work. By fostering a collaborative environment and emphasizing strategic alignment with organizational goals, I guided the team to produce compelling visuals that drove impactful results across projects.

TracyLocke Wilton, Connecticut

Freelance Art Director, February 2014 - May 2015

As a Freelance Art Director, I assist different creative teams to produce enticing point-of-sale layouts. Working with a variety of design teams has increased my ability to adapt to my design environment and allowed me to grow my versatility as a team player.

Applications

- Photoshop
- InDesign
- Illustrator
- XD
- Figma/Figjam
- Sketch
- Dimensions
- After Effects
- Google Web Designer
- All Microsft programs

Education

Paier College of Art Hamden, Connecticut

Graduated 2006 with a Bachelor of Fine Arts in Illustration
Graduated 2013 with a Certificate in Graphic Design