



nichole metcalf

GRAPHIC DESIGNER

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nicholemetcalfdesign.com

education

UNIVERSITY OF CENTRAL MISSOURI • Warrensburg, Missouri • 2006-2010
NASAD Accredited Bachelor of Fine Arts, *Graphic Design*, Honors Degree
GPA: 3.73/4.0

experience

BARKLEY • Senior Designer • Sept. 2012 - May 2013 • Kansas City, MO
Lead Designer for the the direct mail team of Payless Shoesource. Responsibilities included design and art direction of all promotional mailers for US and Canada Payless Shoes Stores.

PATRICIA'S FOODS • Advertising Director • Aug. 2009 - Sept. 2012 • Concordia, MO
Lead Design/Marketing Coordinator in charge of designing the weekly circular advertisement for 6 store grocery chain located in Mid-Missouri. In charge of all in-store marketing, point-of-sale marketing, social media marketing, web design, and print and publication work including direct mailers.

ASSOCIATED WHOLESALE GROCERS • Advertising Intern • May-Aug. 2009
Graphic Design Intern for miscellaneous projects including weekly circular advertisements, print and publication design work, and logo design work.

PATRICIA'S FOODS • Shift Manager, POS Director • 2004 - 2009
Nightly closing manager responsible for 15+ employees, as well as cash transactions and deposits. Gained knowledge of grocery retail environment, structure, operation and point of sale marketing strategies.

technical skills

ADOBE

InDesign CS6
Photoshop CS6
Illustrator CS6
Dreamweaver CS6

MICROSOFT

Word
Excel
Powerpoint
Access

WEB

CSS
HTML
Shadowbox Javascript
Social Media Marketing

leadership experience

CREATIVE ENGINE TEAM LEADER • April 2010
Led a group of five designers in a 24-hour design marathon producing work for not for profit organizations. Projects included logo design, publication design work, and branding.

SIGMA SIGMA SIGMA SORORITY • President, Dec. 2007 - Dec. 2009
Gained leadership and communication skills by leading a group of 60+ members through campus accreditation as well as community service projects, scholarship programs, and miscellaneous campus activities.

STUDENT ALUMNI AMBASSADOR • Aug. 2008 - Dec. 2009
Served as an ambassador for the University of Central Missouri to educate and advise prospective students on all facets of the universtiy including intra and extracurricular activities. Guided weekly tours of the college campus to prospective students and their parents.

achievements & awards

UCM AWARDS

UCM Greek Woman of the Year, 2010
Campus Leadership Award, 2009
SAIL National Leadership Award, 2009
Graduated Cum Laude

HONORS ORGANIZATIONS

Creative Engine Team Member, 2009
AIGA Member, UCM, 2008-2010
The Honors College
Order of Omega