

NICOLE MEYERSON

Senior Art Director & Proud Nerd

nmmeerson@gmail.com https://nicolemeyerson.com St. Louis, MO

Extraordinarily committed and hard-working Senior Art Director with 12-years' experience. Significant expertise in the food and beverage categories with a focus on conceptual development and design for packaging, retail programming, and social content creation. Substantial production and execution foundation with expert skills in 3-D design and development. Currently looking for a new opportunity to contribute, learn and grow with an equally committed team that can benefit from my unique skills while also challenging me every day to be the best I can be. Comfortable working remote, in office or anything in between.

EXPERIENCE

Senior Art Director

We Are Alexander

2014 - Present St. Louis / NYC

We Are Alexander is a packaging and retail focused marketing agency specializing in connecting brands with shoppers. Promoted from Junior Art Director, to Art Director, to current position with increasing responsibility and autonomy. Currently on AB InBev team, responsible for the conceptualization, execution and leadership for projects assigned in a high-pressure, fast-paced environment. Participate in brainstorming, concepting, presentation development, and responsible for the creation of design solutions that meet the client's strategic objectives.

Brands currently assigned:

Michelob Golden Light, Stella Artois, Busch/Busch Light, Landshark, Natural Light, Presidente, Ghost Energy, Karbach, Fever-Tree.

Creative Support Team: Designer

We Are Alexander

2010 - 2014 St. Louis

Progressively promoted to various production and creative support team roles, ultimately leading to Designer. High pressure position serving all clients teams, often responding to time critical needs. Position required a solid working knowledge of every brand in the agency, creative versatility, speed, flexibility, dependability and organizational skills. Work performed included: Packaging Design, Retail Design, Concept Development, Logo Design, Retouching, 3-D Modeling / Rendering, Direction Of Photoshoots, Motion Graphics / Animation / Editing.

Clients:

Ab InBev, Campbell's Snacks, Keurig Dr Pepper, M-Industry, Panera, TreeHouse Foods.



LIFE PHILOSOPHY

"Out of chaos, comes creativity"

STRENGTHS

Hard-working

Motivated

Flexible

Eager to learn

Collaborator

Organized

Proactive

Conceptual Thinking

Retouching

3D

Compositing

Motion Graphics

Art Direction

APPLICATION PROFICIENCY

Photoshop	●	●	●	●	●
Illustrator	●	●	●	●	●
InDesign	●	●	●	●	●
After Effects	●	●	●	●	●
Substance Stager	●	●	●	●	●
Blender	●	●	●	●	●
Keynote/Powerpoint	●	●	●	●	●
Cinema 4D	●	●	●	●	●

EDUCATION

BFA Computer Art

School of Visual Arts

2006 - 2010 NYC

Dean's List with Honors

MY TYPICAL DAY

