



FALYN NIKOLE

GRAPHIC DESIGNER ☯ BRAND DEVELOPER ☯ YOGI

CONTACT

falynernst@gmail.com

falynbcreative.com

(407) 342.2959

EDUCATION

VALENCIA COLLEGE
(2000-2004)

MAJOR
Graphic Design +
Multimedia Technology

MINOR
Graphic Design Support
+ Production

SKILLS

- Fluent in PC + MAC Platforms
- Graphic Design
- Web Design
- Brand Development
- Illustration/Fine Art
- Print Making
- Event Planning
- Marketing/Sales
- Yoga/Wellness

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PROFESSIONAL SUMMARY

Seasoned Graphic Designer, Product Designer & Marketing Manager with over 19 years of experience in branding/logo design, mock-up creation, and prototyping, in a variety of industries. Thinking outside the box in order to bring new innovative ideas to the table. Extensive experience in art direction, project management, and creative consulting. Translating conceptual ideas into visual representations, in a variety of media and social media platforms. Creatively flexible and able to collaborate under tight deadlines to ensure precision and on-time deliverables.

WORK HISTORY

Graphic Designer - Art Director - Freelance 2010 to Current
FALYN B CREATIVE

- Founding and growing a successful Design business that provides full-service branding, art direction, WIX or Squarespace websites with updates, mail chimp, constant contacts, email marketing, social media management, and event design
- Creating illustrations, custom invitations, postcards, sell sheets, trade show booth designs, direct mail templates, catalog designs, stationary, and page layouts, while focusing on logos, pattern art, and textile design
- Displaying a whimsical attention to detail, enthusiasm for color, and a highly attuned eye for identifying trends and eras, leading to great success and a strong book of business, with a high-profile client list
- Creating full branding and designs for SunCoast Blood Bank, Girls Inc. and New Word Celts largest local fundraisers, bringing in a record breaking amount of revenue in donations
- Created and maintained monthly newsletter for Temple Beth Israel, that goes out to over 5,000 readers.
- Providing art direction for multiple client websites and creating designs for all marketing material needs
- Developed multiple client logos for startup companies and logo tweak designs for established corporations that were looking for a refreshed new look
- Designed tradeshow booth graphics, large billboards, website, web ads, daily e-blasts, flyers, monthly direct mail pieces, advertising signs and more for multiple clients
- Created multiple client campaigns for non-profit organizations including: Suncoast Blood Bank, Neuro Challenge Foundation, Economic Development Corporation, Sarasota Association of Realtors, Boys & Girls Club, and many more



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SELECTED RECOGNITION

Gold Addy Awards:

Public Service Direct
Marketing - Girls
Incorporated of Sarasota,
Annual Report

Children First -
Annual Report

Girls Incorporated of
Sarasota, Consumer
Campaign

Sarasota Association of
Realtors, Public Service
Collateral

Innovation Award:

Fondationdoor (Client) -
For all marketing materials

Sliver Addy Awards:

Public Service Direct
Marketing - Girls
Incorporated of Sarasota

Collateral Materials -
EDC of Sarasota County

Awards Winner of the WEDU Be More... Entertaining:

Outstanding Achievement
in Special Events - Girls Inc.
of Sarasota

PREVIOUS WORK HISTORY

• **Creative Director**

Baskerville (BSW) Advertising, Sarasota, FL - 2005 to 2010

Designed and managed a variety of advertising media in South Florida, Chicago and the Detroit area. Ranging from print to web design. Experience in training and management of new employees in the design department, creative research, brand development, coordinating photo shoots and T.V. commercials for national and local clients, lead development designer on campaigns, worked with multiple vendors to ensure the best quality product, conducted press checks for each client and accomplished daily responsibilities through my strong ability to multi-task, delegate and work efficiently under pressure with careful attention to detail.

• **Graphic Designer**

Dream Factory Productions, Orlando, FL - 2004 to 2005

ABILITIES

- **Creating Collections with License Designs**
- **Branding, Positioning & Style Guides**
- **High-Quality Designs & Creative Concepts**
- **Advertising & Strategic Marketing**
- **Customer Service, Engagement & Satisfaction**
- **Keen Eye for Composition & Color Theory**
- **Implementing Customer Preferences Into Products**
- **Highly Proficient In Adobe Creative Suite**
- **Copy Writing & Design For Digital Media platforms**
- **Relentless & Unwavering Attention to Detail**
- **Presentation, Interpersonal & Influencing Skills**
- **Owning Project Scope & Mitigating Risks**
- **Team Collaborations & Brainstorming**
- **Obsessive Passion & Knowledge of Trends**
- **Product Launches & Metrics-Driven Reporting**
- **Excellent Verbal & Written Communication**
- **Freehand Illustrations & Mood Board Presentations**
- **Highly Organized In All Aspects**

AFFILIATIONS

Sierra Club (Manatee/Sarasota Chapter) - Member

New World Celts - Member /Graphic Designer

Wish Bone Canine Rescue - Volunteer/Graphic Designer

SunCoast Blood Bank - Volunteer/Graphic Designer

INTERESTS



Music
Record Collecting



Yoga
Certified Yogi



Travel



Culinary Arts
Vegetarianism



Books



Outdoor
Activities