



# Nicole Toro

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## Summary

As a Production Artist, I thrive in a fast-paced environment. I have experience with packaging design, GUI, and marketing collaterals. I excel in creating consistent campaign materials and ensuring key elements read cross-platforms. I pride myself in time-management skills, especially where there are multiple projects that have coinciding milestones and drop dates.

## Experience

### Production Artist

*The Warren Group*

*August 2016 – December 2016*

My role as Production Artist was deadline-driven and required a sophisticated mix of speed and focus to process packaging and display designs. Communicating with Sales, Structure and Press Operators, we treated each project as a challenge to deliver gorgeous and functioning materials. Client input was often a valuable cornerstone to exceed expectations.

### Graphic Designer

*GetBranded.com*

*April 2013 – March 2015*

Specializing in Branding and Marketing, I created and maintained brand assets and marketing materials for print and web. Clients included national and local financial institutions, multi-national manufacturers, and other consumer product companies. I conceptualized and designed branding, rebranding, advertising and collateral, and packaging.

### Digital Print Operator

*Minuteman Press*

*January 2013 – March 2013*

In a fast-paced environment with high turnover rates, I created print files for digital printers, ran queues and operated multiple jobs at once. Clients included many city and local businesses, servicing their identity materials and small collaterals.

### Graphic Artist

*nfuzion, inc.*

*January 2011 – July 2012*

As the primary visual production artist, I created and maintained pixel-perfect GUI elements, using Adobe Flash and Photoshop. This large-scale infotainment system for Chrysler-Jeep-Dodge automotives, was an extensive project, and included three reiterations for their proprietary hardware. We released to the client several milestones which included internal bug testing and fixing. I assisted our software engineers by studying and testing ActionScript 3.

## Interests

### Painting Instructor

*Wine & Design*

*October 2012 – June 2016*

I am passionate about sharing skills that the average student is unaware they are capable of accomplishing. I believe that being creative or trying new things should not be limited to creative professionals, and that training for creative thinking helps people become better problem solvers.