

AMY NIMON

Graphic Design, Digital Imaging, & Communications Specialist

Flexible graphic designer with expertise in photography, branding, and communications. Versed in managing and producing an array of visual creative and marketing assets in print and digital alike. Passionate about the design process from ideation to completion

EXPERIENCE

● Sr. Design Manager | Trueline 2023-2024 PORTLAND, ME

Led design team in publishing of weekly business journals, brochures and vendor advertisements for print and web; Coordinated/edited photography; Managed department task flows and schedules in a deadline driven environment, Collaborated crossfunctionally with marketing and sales teams; Optimized department workflows; Designed magazine layouts, brochures, ads, web graphics and other assets; Prioritized client communications

● Production Designer/Photography Coordinator | Trueline 2019-2023 PORTLAND, ME

Designed page layouts for the production of print and digital journals; Published media utilizing web publication tools; Prepared and finalized files for print and digital output; Coordinated robust photo workflow and editing; Supported daily client communications regarding design needs and customer service requests

● Senior Graphic Designer | Crane & Canopy 2017-2019 BURLINGAME, CA

Designed print and digital assets for branding and product launches across marketing channels; Aligned color, typography and design with industry trends; Provided feedback to designers and led 101 sessions to advance the design team; Led art direction; Photographed products and edited/produced final photography; Collaborated directly with company founders on marketing concepts

● Graphic Designer | Crane & Canopy 2016-2017 BURLINGAME, CA

Executed photography and intensive photo-retouching; Designed print and digital content for promotional materials including ads, social media campaigns, catalogs, email, website graphics, and banners; Led art direction for product photography; Planned interior design visuals and styled shoots

● Graphic Designer | OHM BOCES Communications 2012-2014 UTICA, NY

Designed print and digital assets for communications department servicing K-12 school districts, including newsletters, brochures, signage, yearbooks, and web graphics; Produced written content for local media and internal communications; Photographed district events and other news items; Edited/processed photography

SKILLS

Adobe Photoshop, Adobe Indesign, Adobe Illustrator, Microsoft Office, Visual Storytelling, Concepting, Design Principles, Production Design, Project Management, Vendor Relations, Print Production

EDUCATION

B.A. Studio Art/Photography, B.A. Writing & Rhetoric/Journalism

Minor: Media and Society *William Smith College, Geneva, NY 2007-2011 summa cum laude*