

NIKKI LIS

Art Director | Designer

nikkiliscreative.com
nikkiliscreative@gmail.com
+1 586 489 2374

Facts

My passion lies in innovating fresh creative concepts and engaging audiences with impactful writing. With a last name that means 'fox' in Polish, my curiosity and cleverness naturally guide me in the world.

Capabilities

Art Direction
Concept Development
Production Design
Motion Graphics
Copywriting
Branding
Social Media
Photography
Videography
Illustration
UX/UI

Education

College for Creative Studies | Detroit, MI
September 2013 - May 2017
BFA in Advertising Design

Experience

Senior Art Director March 2021 - Present
Cheil North America | Dallas, TX

- Lead creative across CRM touchpoints, overseeing strategy and execution of email, and push campaigns for Samsung
- Developed and pitched new business concepts for Samsung, Wingstop, KFC, and American Airlines, spanning digital, experiential, and brand campaign work
- Pitched and sold a Samsung Wallet OOH campaign strategically placed near major lost & found hotspots, including Disney World
- Increased pre-order sales for flagship smartphones by 30% as the lead designer on a targeted email campaign
- Featured on reallygoodemails.com and emaillove.com
- Responsible for mentoring and training junior creatives and freelance team

Multimedia Designer June 2020 - March 2021
Med Couture, Inc. | Farmers Branch, TX

- Managed all social media platforms, overseeing the sourcing, shooting, and editing of content
- Led the integration of videography into existing social media strategies, achieving a 40% increase in audience engagement

Senior Designer April 2019 - April 2020
Neiman Marcus | Dallas, TX

- Designed and implemented a series of targeted email campaigns and banner ads, leading to a 25% increase in customer engagement across digital channels
- Led the development and successful launch of the first-ever subscription box for top-tier loyalty members, enhancing customer engagement and retention

Junior Designer October 2017 - March 2019
HCK2 Partners | Addison, TX

- Designed and executed a series of billboards for Dallas Capital Bank, boosting brand presence
- Created a corporate identity for Belfour Spirits, aligning design elements with the brand's image and values

Art Director Intern June 2016 - September 2016
The Escape Pod | Chicago, IL

- Animated social media content themed around the 2016 Olympics and Labor Day for COCO5 water
- Conceptualized TV spots and social posts for EGO Power+

Creative Intern January 2016 - June 2016
Doner | Detroit, MI

- Created print pieces and worked on brand guidelines for Alfa Romeo, Minute Maid, and The Detroit Zoo