



Nicola Ginzler

Visual Designer

415-637-2702 | San Francisco, CA

nginzler@gmail.com | www.linkedin.com/in/nicolaginzler/ | www.nicolaginzler.com

CAREER PROFILE

Visual Designer with areas of specialty in branding, logo design, web design including WordPress and Squarespace, digital and print media. Expertise taking projects from concept to completion, including sourcing and managing individual contributors. Select campaigns adopted citywide, nationwide, and globally.

KEY SKILLS AND TOOLS

Adobe Photoshop,
Illustrator, InDesign
Typography

Web design
Print design

WordPress
Squarespace

HTML/CSS
PC/Mac platforms

ACCOMPLISHMENTS

Visual Designer

SAN FRANCISCO, CA (2006 TO PRESENT)

Partner with corporations, nonprofits, small businesses, and creative professionals to create compelling digital and print work. Source and manage writers, illustrators, and developers.

- « Redesigned logo for the *San Francisco Transgender Cultural District*; created multi-page fundraising sponsorship kits, street banners, social media graphics for online events
- « Designed and managed production of multi-page print and digital fundraising materials, including photo retouching and interactive forms for *The GLBT Historical Society Museum and Archives*; created online event and program graphics; managed aspects of updating organization's WordPress website to Squarespace
- « Rebranded website for *New York Times*-bestselling author *Richard Kadrey*; designed product logos for online store deliverables for author's global following; redesign resulted in 27% increase in site traffic
- « Designed first-ever logo and website for *Midori*, a U.S.-based international visual and performance artist, providing artist with global clientele; in the first nine months after the website launch, Midori was contacted by 35% more buyers and event coordinators year-over-year.
- « Redesigned logo for San Francisco Fire Department's *Neighborhood Emergency Response Team*; logo adopted citywide for all deliverables



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Senior Graphic Designer

APPLIED BIOSYSTEMS, FOSTER CITY, CA (2005 TO 2006)

<https://www.thermofisher.com/us/en/home/brands/applied-biosystems.html>

Collaborated with scientists, project managers, and design team to visualize scientific concepts at this global biotech firm specializing in instruments and consumables for scientific analysis

- « Worked with account managers, scientists, and vendors to create digital and print conference materials for multiple domestic and global events, earning accolades from Director of Market Research
- « Designed and produced first-ever style guidelines for domestic and global event properties, establishing colors, typefaces, graphics, and logo usage for booths and displays
- « Created icons for legal guide concerning intellectual property and designed guide booklet; guide distributed to all new hires
- « Designed and produced print and digital work for sales, internal clients, and employee communications

ADDITIONAL INFORMATION

Education

Academy of Art University,
San Francisco, CA

Princeton University,
Princeton, NJ. B.A., English

Associations

American Institute of Graphic
Arts/San Francisco (AIGA/SF)

Interaction Design Association
(IXDA)

Personal

San Francisco SPCA volunteer

San Francisco Neighborhood
Emergency Response Team

California Disaster Corps:
deployed to Camp Fire 2018,
Valley Fire 2015