

SENIOR ART DIRECTOR

# NICOLE ROBERTS

I am a senior level art director with more than two decades of experience and expertise in art direction, website design, photography, and illustration. My experience is diverse. I have worked for top national brands (Yahoo, PG&E, Genentech, California Bank & Trust, Boy Scouts of America) and ran my own business in the Bay Area for many years, managing campaigns for various clients and industries. My unique mix of experience and talents allows me to flexibly stretch into multiple roles on projects, from brainstorming ideas and concepts to delivery. My personal passion and sense of ownership goes into every project I undertake, which has been key to my successful career thus far.

## Experience

2001 - NOW

*Nicole Roberts Creative in San Francisco/Oakland/Buenos Aires/Reno*

### CREATIVE DIRECTOR / WEB DESIGNER / ILLUSTRATOR / PHOTOGRAPHER

Clients: Genentech, California Bank & Trust, Yahoo, Boy Scouts of America, PG&E, Arthur Murray, InfoWorld Magazine and hundreds of startups and small businesses.

2012 - 15

*Earley Consulting LLC in Boston, MA*

### DIRECTOR OF PROMOTIONS

Clients: Genzyme, Sage Therapeutics, Blue Earth Diagnostics, Infinity Pharmaceuticals and Ariad.

1998 - 2002

*Various Photographers in San Francisco Bay Area, CA*

### PHOTOGRAPHER / PHOTOGRAPHY ASSISTANT

Clients: Various photographers including John Brennan, Hugh Harline Photographic, Steve Marcel, Lindstrom Photography and Sheldon of Los Altos.

1998 - 99

*Hayes Marketing Communications in Campbell, CA*

### ACCOUNT COORDINATOR / MEDIA PLANNER

Clients: Palm, Cadence, Linear Technology, HP, ISSI, Divicom and Micrel.

## Hobbies & Interests

- **Argentine Tango:** Won silver medals Gay Games, Cleveland 2014/Paris 2018
- **Painting:** Won the American Daughters of the Golden West award, 1st Place
- **Photography:** Working on a Queer Narratives photo book of portraits now
- **Throwing pots, hiking, running, poetry** and playing **guitar** by a campfire

CONTACT

nicole@nicoleroberbtscreative.com  
www.nicoleroberbtscreative.com  
www.nicoleroberbtsart.com  
Reno / San Diego / Oakland  
Cell: (415) 310-4437

EDUCATION

1996 - 1998

*Bachelor of Arts in Creative Arts*

GPA: 3.14/4.0

**San Jose State University**

SOFTWARE SKILLS

- Photoshop
- Procreate
- Illustrator
- InDesign
- Adobe XD
- Lightroom
- Premiere Pro
- Sketch/Figma

CERTIFICATIONS

**Become an Art Director**

*ELVTR*

**Web Programming using ASP/SQL Server**

*Bay Area Video Coalition*

**Front-end Web Design**

*Bay Area Video Coalition*

**Web Programing using PHP/MySQL**

*OpNet Community Ventures*

**Introduction to Java**

*OpNet Community Ventures*

**Summer Fine Arts Program**

*Creative College of the Arts*

TRAVEL

Traveled to 18 countries and lived abroad for 4.5 years mostly in Argentina while studying Spanish and Argentine Tango.