



NICK COOK

DESIGNER + ILLUSTRATOR

OPEN TO
REMOTE
WORK

CONTACT

PORTFOLIO

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INSTAGRAM

[@nickcookdesign](https://www.instagram.com/nickcookdesign)

EDUCATION

2017-2018 | ELON UNIVERSITY

M.A. INTERACTIVE MEDIA

Focus in Graphic Design / Advertising

Phi Kappa Phi Honors

2011-2015 | ELON UNIVERSITY

B.F.A. THEATRE ARTS

Strategic Communications Minor

Magna Cum Laude

EXPERTISE

Brand Design + Development

Strategy / Information Design

Presentation Design

PowerPoint, Keynote, Google Slides

Adobe Creative Suite

Photoshop, Illustrator, InDesign, XD

Art / Illustrations

Pitch Design / Pitch Theatre

Creative Concepting

WORK EXPERIENCE

NOV. 2022 - PRESENT

SR. NEW BUSINESS DESIGNER | ARNOLD

Boston, MA (remote; based in Durham, NC)

I work within the worlds of creative, marketing, and strategy — wearing several hats, balancing multiple projects on varying deadlines, and collaborating with cross-functional teams. My experience includes brand design, presentation design, and new business pitch support, and a typical day includes some combination of these specialties.

- Serve as the agency's go-to resource for presentation design needs, including infographic design, data visualization, content creation, and full deck ideation and development.
- Responsible for leading all design efforts for our new business pitches — from designing RFPs and pitch decks to building out and printing large format boards and lived experience maps.
- Work on nearly every new business opportunity and have helped the agency win multiple new accounts including PNC Bank and Sam's Club.

JUN. 2018 - NOV. 2022

DESIGNER | MCKINNEY

Durham, NC

- Protected and perfected the McKinney brand and visual identity — owning agency-branded projects ranging from custom logos and content for social to event materials and art installations. Helped lead a brand refresh in Summer 2020, developing a new look + feel and robust brand guidelines.
- Collaborated with other creatives, copywriters, strategists, and senior leadership to help bring their ideas to life through presentations and other creative executions.
- Worked on nearly every new business opportunity and helped the agency win multiple new accounts including Little Caesars, Puma, Pampers, Blue Diamond, Choice Hotels, Stop & Shop, among others.

2015 - PRESENT

FREELANCE | VARIOUS CLIENTS

- Work with clients ranging from universities to non-profits to restaurants on logo design, social/digital content, print collateral, templates, custom illustrations, and more.
- Illustrated two children's books and supporting promotional materials — one about allergy awareness titled *Epi You're My Best Friend* and one about pet adoption titled *Found at the Pound*.
- Designed an interactive report for Make-A-Wish® titled *Power of a Wish* that highlights wish kids' stories and ways to get involved, fueled by my personal connection to the organization. Design included custom illustrations, a multi-faceted visual identity, and Make-A-Wish branded content.
- Launched a professional Instagram — @nickcookdesign — to promote my work, build my personal brand, provide an outlet for passion projects, and connect with other creatives.