



Nichole Cropper

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nicholecropperdesign.com

(925) 336-6053

Professional Experience

Star Trac Fitness | Graphic Designer | Irvine, CA | 2011 - 2015

- Gold's Gym and Steve Block Vendor of the Year awards for new marketing strategy developed collaboratively with art and marketing teams in 2014
- Responsible for creating advertising, tradeshow materials, product catalogs, and all other marketing materials based on regional and global needs
- Worked with outside vendors, and maintained relationships
- Production work including: creating and managing 2D/3D layouts and equipment model libraries
- Through regular support of the global sales team and client collaboration, assisted in acquiring numerous contracts exceeding \$500k
- Design and limited coding of HTML/CSS monthly newsletters
- An authority on Star Trac brand knowledge and standards, responsible for proofing and editing

Nichole Cropper Design | Graphic Designer | 2011- Present

- Develop branding, event invitations, complete wedding collateral packages, and marketing materials for clients including: ABC Foundation, Time Photography, GPA Ignited, Karmel's Confections and other clientele. Featured in Style Me Pretty
- Provided campaign branding and printed collateral for Congressman Eric Swalwell

Saatchi & Saatchi LA | Freelance Jr. Designer | Torrance, CA | 2011

- Worked with UX team to create interface and dashboard icons for Toyota Owner's website
- Designed and developed presentation for Toyota
- Planned and composed interior artwork for building

EPOS | Graphic Design Intern | Hermosa Beach, CA | 2010

Beyond Tomatoes Graphic Design | Graphic Design Intern | Burbank, CA | 2010

City of Dublin | Assistant Manager/Lifeguard/Swim Instructor II | Dublin, CA | 2002 - 2010

- Responsible for scheduling 50 staff members
- Supervised the pool facility
- Advanced customer service experience
- Coordinator for the Junior Lifeguards and Aquatic Water Safety program

Education and Training

- Bachelor's Degree in Graphic Arts from California State University, Northridge, 2010
- CPR, Lifeguarding, First Aid, Water Safety Instructor, Title 22, AED, and Administering Emergency Oxygen Red Cross certified

Skills

- Mac & PC (OSX & Windows)
- Proficient in: Adobe Photoshop, Illustrator, InDesign, Microsoft, Powerpoint, Excel, Word, EcDesign, MyEmma, Icovia Gym Designer
- Experienced in: HTML, CSS, Flash, Dreamweaver, Salesforce, and print making techniques

Achievements

- Consistently exceeded expectation on yearly reviews at Star Trac
- Successful campaign branding for Congressman Eric Swalwell 2012-current
- Work Featured in CSUN NASAD Accreditation Review, 2010
- Work showcased at the Mike Curb College in CSUN 2007-2010
- Dean's List, Fall 2009, Fall 2010

References available upon request