

# Nick Chiodo

Multidisciplinary Brand Design + Illustration

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Hello! I am a multidisciplinary brand designer and illustrator with expertise in art direction, brand identity development, and visual design systems. I have collaborated with global brands to create compelling visual marketing experiences. Skilled in creating brand experiences for print, digital, video, and outdoor campaigns, with a strong focus on ensuring consistency in brand strategy. Proficient in Adobe Creative Suite (Illustrator, Photoshop, InDesign), Figma, Keynote, and PowerPoint, with a strategic and conceptual approach to design.

## PROFESSIONAL EXPERIENCE

### Taco Bell

#### Sr. Communications Designer

September 2023 – February 2024

Art direct and design identity, design systems, and sub-branding for internal global communications channels, presentations, events, and video series.

- + Design brand Keynote presentations
- + Create identity for brand channels
- + Develop identity for brand events
- + Design and produce brand assets

### IMAX

#### Senior Brand Designer

May 2023 – August 2023

Design brand experiences for in-theater and out-of-home print and digital experiences for consumer-facing brand awareness campaigns.

- + Design brand system toolkit
- + Expand brand typography system
- + Elevate brand color palette
- + Develop campaign tone of voice

### Plenty

#### Senior Brand Designer

April 2021 – February 2023

Scale brand visual identity system while designing for multi-channel branded digital & print growth campaigns, and in-store consumer product experiences.

- + Develop brand style guide & assets
- + Write and design email campaigns
- + Design content for social platforms
- + Develop user interface for web UX
- + Design packaging labels & structure
- + Design brand Keynote presentations

### Zenly

#### Senior Brand Designer

June 2020 – April 2021

Design branded marketing materials for global community growth through paid digital, earned media, social networks, email, website, and in-app experiences.

- + Expand brand style guide
- + Create content for social audience
- + Develop User Experience for web
- + Design branded swag and apparel
- + Art Direct 3D illustration assets
- + Design storyboards for 3D animation

### Snapchat

#### Senior Brand Designer

January 2017 – May 2020

Lead design and cross-functionally conceptualize marketing materials for brand growth awareness campaigns at every touch point of the customer journey.

- + Develop brand visual identity system
- + Create visual identity for sub-brands
- + Design product launch campaigns
- + Concept branded swag and apparel
- + Illustrate for motion graphic design
- + Develop iconography guidelines
- + Art Direct branded video content
- + Lead design for brand campaigns
- + Lead Production Design for OOH
- + Design brand event experiences

### Mattel

#### Graphic Designer

January 2016 – January 2017

Design and manage the production of go-to-market print/packaging materials and direct-to-consumer digital assets that resonate with the target audience.

- + Expand brand visual identity system
- + Design and produce print packaging

## EDUCATION + ACADEMICS

### CSULB

#### California State University, Long Beach

August 2011 - May 2013

Bachelor of Arts – Studio Art + Bachelor of Fine Arts – Graphic Design Emphasis

## SKILLS + DESIGN TOOLS

Brand Design • Marketing Design • Digital Design • Packaging Design • Visual Design • Web & Email Design  
UX Design • Production Design • Print Design • Presentation Design • Social Media Design • Experiential Design

Adobe Creative Suite: Illustrator • Photoshop • InDesign • AfterEffects + Figma + Keynote + Sketch + G. Suite