Nicholas Abadie
Senior Art Director

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QUALIFICATIONS PROFILE

Detail oriented Senior Art Director with extensive experience in business branding in both digital and print media. Developed brand identities, visual style guides, digital experiences, video, sales tools & collateral, promotional product artwork and advertisements for clients in a variety of industries. Exceptional multi-tasking skills; able to manage several time sensitive projects simultaneously, accustomed to performing in deadline driven environments with emphasis on creativity and quality control.

WORK EXPERIENCE

2011-present **Trefoil Group (formerly Scheibel Halaska),** Milwaukee WI
- Creative design project management from concept through completion
- Media formats: web design, email marketing, digital and print ad campaigns, video
- Branding: logo design, brochures and collateral
- Website design: design layout, site architecture and programming

2006-2011 **Walzak Marketing,** Milwaukee WI
- Creative design project management from concept through completion
- Branding: logo design, brochures and collateral
- Website design: research, navigation architecture, programming and design layout
- Search Engine Optimization: algorithmic application to increase visibility of websites through increasing search results organically

2004-2006 **The Idea Centre @ Skyline,** Brookfield WI
- Created design layouts for print collateral
- Developed concepts for ad campaigns
- Rendered trade show exhibits along with graphics
- Worked directly with clients from project scoping through completion

EDUCATION
2004

University of Wisconsin-Milwaukee
Bachelor of Fine Arts, emphasis in
Graphic Design

REFERENCES
Available upon request

PLATFORM
Macintosh

SOFTWARE
Adobe Creative Suite and
Microsoft Office Suite

PROGRAMMING
XHTML, CSS, WordPress
with working knowledge
of HTML5, JavaScript/JQuery,
XML, MYSQL, and PHP