

nicole bergmann

nicole bergmann
805-625-4057 // nmbergma@gmail.com
Santa Barbara, California
portfolio: www.nicolebergmann.com

experience

Ontraport · Santa Barbara, CA

Senior Visual Designer // October 2021 — Present
Visual Designer // February 2017 — October 2021

- Elevated the home page and feature pages as part of the rebrand to better establish ourselves as an elite presence in the tech world
- Designed hundreds of eye-catching digital retargeting and google ads to promote our latest features and target niche verticals
- Developed an illustration style for Ontraport
- Pitched new campaigns to drive traffic to our website
- Conceptualized and storyboarded new campaigns, assembled mood boards, established color schemes from start to finish
- Art directed multiple in-house and on location videos for brand advertising and set up photoshoots
- Launched landing pages and social media content for Facebook, Tiktok, and Instagram that coincided with various campaigns
- Designed hundreds of emails
- Illustrated article spreads for our printed magazine
- Illustrated e-book covers and formatted their interiors
- Created engaging and brand-consistent assets for use in digital experiences
- Brought ideas to the team that supported both big picture endeavors as well as current trends

Folio Press & Paperie · Santa Barbara, CA

Graphic Designer // June 2014 — February 2017

- Hand-illustrated letterpress greeting cards
- Produced captivating business cards, event invitations, wedding stationary, and various promotional pieces
- Gained knowledge of the letterpress printing process, as well as handled the digital printing of most projects
- Met with clients on a daily basis to establish important working relationships and helped grow the client base

Broken Earth Winery · Paso Robles, CA

Graphic Design Intern // March 2013 — June 2014

- Created custom wine labels for their private label program
- Managed printing labels on a large scale Roland Versaworks printer

Cal Poly Mustang News · San Luis Obispo, CA

Graphic Designer // March 2012 — June 2014

- Responsible for designing advertisements for consistent clients and pitched new designs to prospective clients
- Worked in collaboration with other designers on campaigns and posters for Cal Poly's award winning, student-run newspaper

education

California Polytechnic State University San Luis Obispo, CA

BFA: Bachelor of Fine Arts, Department of Art & Design;
Graphic Design Concentration;
June 2014

Santa Barbara City College Santa Barbara, CA

AA Degree in Liberal Arts
May 2011

skills & tools

Design

Visual Design · Visual Storytelling · Branding · Campaigns · Illustration · Digital Advertising · Graphic Design · Art Direction · Creative Problem Solving · Social Media · Print

- Experience with web and email design
- Proficiency in type, color, and layout design
- Knowledge of simple animation

Tools & Tech

Adobe CC: Photoshop, Illustrator, InDesign, Lightroom, Acrobat · Google Workspace · Procreate · Figma · Sketch · Jira · Dropbox

Additionally

- Works well in a fast paced environment
- Up to date on pop culture and current design trends
- Has an eye for design and attention to detail
- Eager to learn and quickly picks up new things
- Self-motivated and organized
- Ability to establish trust and put clients at ease
- Honest and dependable
- Forward-thinking
- Loves being part of a team
- Fun, caring, and flexible
- Positive attitude