

NICOLE BRINN

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## :: EMPLOYMENT HISTORY

<b>Core Design Works, Inc.</b> , owner and creative director Lafayette, CO	3/2003–present
<b>Concepts 3 Design Studio</b> , art director Boulder, CO	10/98–3/2003
<b>Schwinn Bicycles</b> , graphic designer Boulder, CO	2/97–10/98
<b>Pearl Izumi</b> , graphic artist/cycling apparel designer Broomfield, CO	10/96–2/97
<b>Word Management Advertising</b> , graphic designer Albany, NY	7/95–9/96
<b>Boston Business Journal</b> , graphic designer/production Boston, MA	5/94–7/95

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## :: EXPERIENCE AND STRENGTHS

- I opened **Core Design Works, Inc.** in March of 2003 when the owner of Concepts 3 decided to retire. I have maintained all of my clients as well as brought on many new ones. It has been an exciting adventure and has fulfilled my long time goal of being a business owner. I am proud of the work that I have produced and my ability to raise the level of my clients brand and identity, while growing their business. Core Design is a full service design studio that offers high-quality creative work while maintaining a strategically focused, consistent brand image and voice for my clients.
  - *Identity and Branding/Logo Design · Catalogs · Advertising for Print and Web Banner Ads · Brochures · Packaging*
  - *Posters · Newsletters · Website Design · Tradeshow Signage and Exhibits · Art Direction · Illustration*
- At **Concepts 3**, I was responsible for every aspect of the design and marketing process, including idea conception, design, project management and scheduling, client relations, print buying, art direction, file back-up, copy writing, production, client consulting, and press checks. Concepts 3 Design had a wide range of clients with diverse needs. I designed several websites and prepared web-ready materials for all of my clients.
- At **Pearl Izumi Technical Wear**, I custom designed cycling apparel for teams nationwide. I was chosen out of the team of custom apparel designers by the company president to design of the 1998 U.S. Postal Cycling Team uniforms. I learned the process of sublimation printing, and worked with clothing patterns using Freehand and Photoshop as design tools.

- During my work at **Schwinn Bicycles**, I designed graphics for fitness equipment, t-shirts, and catalogs. My primary responsibility was the detail-oriented design and proofing of the monthly Schwinn Parts and Accessories Department brochure.
  - **WORD Management**, an advertising agency/service bureau, strengthened my technical ability with both computer systems and printing. It also gave me a great understanding of deadlines and project scheduling.
  - **The Boston Business Journal** provided me with editorial design experience, layout, proofing, production and advertising design skills in the publishing world.
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## :: EDUCATION

**B.F.A. concentrating in graphic design**, SUNY Oswego, Oswego, NY

- Continuing software education classes at Boulder Digital Arts, Boulder, CO
- Continuing software education through lynda.com

**Certified Power Pilates Mat Instructor**, PMA certified

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## :: SOFTWARE

**CS4 Creative Suite** (InDesign, Quark, Photoshop, Illustrator, Freehand, Dreamweaver), Microsoft Office

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## :: INTERESTS AND PASSIONS

Color and Style Enthusiast, Interior Design, Pilates, Hiking, Fishing, Photography, Cooking, Gardening, Travel

## References

Barbara D'Erchia, Vision Graphics — 970.203.5250 or 970.613.0608, ext. 211

Jim Morrell, Morrell Printing — 303.665.4210

Gretchen Sell, Design Master Colortool, Inc. — 303.443.5214

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**THANK YOU**

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