

SONIA NIKOLIC

Senior Graphic Designer

CONTACT

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PROFILE

A bilingual, European-trained graphic designer with a strong design and production skill set and experience producing various publications for clients in Europe and the United States. Well versed in effective management of the design process from concept to finished product. Self-motivated, detail-oriented, and works well in a team and independently. An excellent multitasker who thrives under tight deadlines and can handle changing priorities and needs.

DESIGN SKILLS

Computer Platforms:

Macintosh OS 9 and X + PC

Desktop Publishing:

InDesign CS5, Photoshop CS5, Illustrator CS5, QuarkXPress 8

Microsoft Office

eBooks:

InDesign CS5.5, CSS, HTML

WebDesign:

HTML, CSS and Dreamweaver CS5

Video:

iMovie and Premiere

CLIENTS

Aerospace Industries Association
Alliance Board Diversity
American Humanist Association
Appignani Bioethics Center
Brooklyn Body Music
Coleman PowerSports
District of Columbia Arts Center
Disney
Global Environment Facility
Lauren Wilson
Liz Roman Gallese
Monopoli
National Coalition for LGBT Health
National Democratic Institute for International Affairs
Soleau Consulting
Sports and Spinal
The Strategy Group
Universal Studios

09. 2007 - PRESENT

CATALYST - Art Director

Oversee the entire creative process of the organization including, but not limited to, collaborating with other team members across our worldwide network and developing design concepts and solutions based on creative briefs, creating the initial design concepts and approving final drafts. In charge of the professional development of the designers and manages junior-level professionals.

Responsible for the rebranding of Catalyst worldwide as well as managing the relationships with external design studios for the logo redesign as well as the website redesign. Responsible for managing and developing the brand as well as creating eBooks and all collateral for Catalyst including business systems, report templates, social networking, brochures, event material, web pages, among others. Also edit video and audio for use on our website. Work closely with Fortune 500 companies for high-end events. Redesigned the entire identity of Catalyst as well as their research reports. Manage a department budget of \$180,000 for all printed materials which includes working with and negotiating various printers on price quotes. Responsible for developing and managing a relationship with an online printing company. Oversee our on-site press production at five print houses throughout the New York area and have reduced the printing costs by forty percent.

Responsible for the physical move of Catalyst into a new office space. Working with outside vendors and contractors to build a space that is coherent with our new brand.

06. 2005 - 08. 2007

AMERICAN HUMANIST ASSOCIATION - Senior Graphic Designer

Designed, illustrated, produced and managed *The Humanist* magazine, a national bimonthly publication. Rejuvenated its look and improved its readability thus increased its membership. Administered the production of all in-house printed materials and provided oversight of all final artwork, including layout of all appeals, ads, identity, publications, conference material and web-related work. Managed the design budget and reduced costs by fifty percent. Also created a promotional video clip for PBS television as well as redesigned corporate identity packages for the AHA and its Feminist Caucus including newsletters, web banners and e-mail campaigns.

05. 2004 - 05. 2005

STUDIO SPARK - Junior Graphic Designer

Worked closely with major clients and was responsible for several projects simultaneously such as promotional pieces, DVD inserts, books, annual reports and corporate identity packages. In addition to being the client's primary contact, was responsible for developing design concepts based on creative briefs and delivering production estimates.

FREELANCE WORK

Design corporate identity packages, websites, press kits, posters, t-shirts, CD albums, flyers, event material, newsletters, menus, virtual goods and ads.

MEMBER

The American Institute of Graphic Arts; active Events Committee volunteer

EDUCATION

LISAA, (Advanced Institute for Applied Arts)

France, 2000 - 2003

Bachelor of Fine Arts in Communication Design. Graduated with honors.

UNIVERSITY OF NANTES

France, 1998 - 2000

Two-year degree in Business and Foreign Languages (Chinese)

L'ECOLE DES BEAUX-ARTS DE NANTES

France, 1995 - 2000