

Nicole Soto

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PROFESSIONAL SUMMARY:

Results-driven Art Director and Brand Designer with 15+ years of experience creating impactful brand identities, integrated marketing campaigns, and multi-channel visual communications across digital, print, and social media. Skilled in developing cohesive visual systems that strengthen brand recognition, support business goals, and create meaningful customer experiences. Strong background collaborating with cross-functional teams, managing projects from concept through production, and delivering thoughtful, high-quality creative solutions in fast-paced environments.

CORE QUALIFICATIONS:

Art Direction | Brand Identity | Brand Strategy | Visual Systems | Marketing Campaigns Design Strategy
Concept Development | Brand Audits & Repositioning | Team Leadership & Mentorship | UI/UX Design
Social Media Marketing | Typography | Layout & Composition | Print & Digital Production | Adobe
Creative Suite (Photoshop, Illustrator, InDesign) | Project Management | Client Engagement
Cross-Functional Collaboration | Workflow Optimization | Bilingual Communication

WORK EXPERIENCE:

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2024-09/2026-06

Art Director & Brand Designer

- Lead end-to-end creative direction for brand transformation projects, developing logos, typography systems, and cohesive visual identities that strengthen market positioning.
- Conduct brand audits and competitive analysis, identifying gaps and delivering strategic creative solutions to improve brand consistency and messaging.
- Mentor and develop junior designers, enhancing team performance, design quality, and conceptual execution.
- Facilitate client workshops and presentations, translating business objectives into actionable creative strategies and briefs.
- Manage full design lifecycle from concept through production, ensuring timely delivery across digital, print, and social platforms.

Gulfstream Park – The Stronach Group

2015-06/2024

Senior Graphic Designer & Art Director

- Directed visual design and creative execution for integrated marketing campaigns across digital, print, and social media channels.
- Led social media design strategy, increasing engagement and maintaining strong brand consistency across platforms.
- Managed UI customization and digital design improvements, enhancing user experience and reinforcing brand identity online.
- Oversaw multiple projects simultaneously, ensuring on-time delivery and alignment with campaign goals.
- Collaborated with vendors and production teams to produce high-quality print and promotional materials.

Sherry Manufacturing Co. / Cromer Company**2012-2015***Graphic Designer*

- Designed apparel graphics and layouts, specializing in screen printing and color separation for production.
- Created illustrations and client presentations, aligning creative output with brand vision and expectations.
- Partnered with production teams to ensure accuracy, quality control, and seamless execution from concept to manufacturing.
- Participated in client meetings, strengthening communication and creative alignment.
- Improved workflow efficiency through organized file management and design processes.

Nicole-Nicole (Women's Ready-to-Wear Label)**2010-2012***Owner & Fashion Designer*

- Founded and managed a fashion brand, overseeing creative direction, branding, production, and business operations.
- Developed and launched apparel collections, from concept through production and market release.
- Secured media exposure and strategic partnerships, including collaboration with Cosmopolitan Magazine Latin America.
- Executed marketing strategies to enhance brand visibility and customer engagement.
- Managed vendor relationships and production timelines to ensure quality and timely delivery.

Do Denim**2007-2009***Fashion Designer / Graphic Designer / Production Assistant*

- Led product design, trend research, and market analysis for men's and women's apparel collections.
- Developed technical design packages and coordinated with manufacturers to ensure production accuracy.
- Directed fashion shoots and branding initiatives, enhancing visual storytelling and brand identity.
- Designed apparel graphics aligned with current trends and brand positioning.
- Maintained direct communication with factories to ensure quality standards and production deadlines.

EDUCATION:**Instituto Europeo di Design – Madrid, Spain***Bachelor of Arts (B.A) in Design***The Art Institute of Fort Lauderdale – Florida, USA***Associate of Science (A.S.) in Design***SKILLS:**

- Lead creative direction and art direction for multi-channel campaigns, ensuring cohesive brand storytelling across digital, print, and social platforms.
- Develop and execute brand identity systems, including logos, typography, color palettes, and visual guidelines.
- Conduct brand audits and repositioning strategies to strengthen market presence and visual consistency.

- Mentor and manage creative teams, elevating design quality, performance, and professional development.
- Translate business goals into strategic creative concepts and visual solutions that drive engagement and brand growth.
- Design and optimize user interfaces (UI) to enhance user experience and digital brand alignment.
- Create high-impact social media content and marketing assets that increase audience engagement and visibility.
- Produce and oversee print and digital production, ensuring quality control and brand integrity.
- Utilize Adobe Creative Suite (Photoshop, Illustrator, InDesign) to deliver high-quality design solutions.
- Manage multiple projects using strong project management and workflow optimization techniques to meet deadlines.
- Collaborate cross-functionally with stakeholders, vendors, and clients to ensure successful project execution.
- Apply advanced knowledge of typography, layout, and composition to create visually compelling designs.
- Maintain organized systems for file management and standard operating procedures (SOPs) to support scalable workflows.
- Communicate effectively in English and Spanish, supporting collaboration with diverse teams and international clients.