

NICOLE SOTO

Brand Designer | Art Director | Visual Designer

954-815-3622 | work@nicole-soto.com | nicole-soto.com | www.linkedin.com/in/nicole-soto-gonza

Bilingual: English / Spanish

PROFESSIONAL SUMMARY

Creative leader with 15+ years of experience building brands, developing integrated marketing campaigns, and creating strategic visual solutions across digital, print, web, social media, experiential marketing, and environmental graphics.

Passionate about transforming business goals into meaningful brand experiences through thoughtful design, creative strategy, and visual storytelling. Experienced leading projects from concept through final production while collaborating with executives, marketers, vendors, and cross-functional teams to deliver creative work that strengthens brand identity and drives engagement.

Recognized for balancing strategic thinking with hands-on execution, managing multiple high-priority initiatives, and consistently delivering high-quality creative solutions in fast-paced environments.

WORK EXPERIENCE

Art Director & Conceptual Designer | IronsidePress Sept 2024 - June 2026

- Directed the creative strategy and execution of more than 45 brand transformation projects, leading visual identity development from creative discovery through final production across digital, print, social media, packaging, and branded environments.
- Partnered directly with clients and leadership teams to translate business objectives into strategic brand identities, integrated marketing campaigns, and visual systems that strengthened brand consistency across every customer touch point.
- Conducted competitive analysis, creative workshops, and brand audits to identify market opportunities and establish differentiated visual positioning.
- Managed multiple concurrent creative initiatives while balancing production schedules, stakeholder expectations, budgets, and project priorities.
- Served as the sole creative lead throughout concept development, design execution, production coordination, and final delivery.

Senior Graphic Designer & Art Director | Gulfstream Park - Stronach Group Nov 2015 - June 2024

- Led the creative development and execution of integrated marketing campaigns supporting hospitality, entertainment, gaming, dining, and premier live-event brands.
- Created high-impact visual campaigns for nationally recognized events, including the Pegasus World Cup and Florida Derby, producing assets across digital advertising, social media, print collateral, environmental graphics, large-format signage, web design, and promotional marketing.
- Partnered closely with marketing leadership and cross-functional teams to develop creative concepts that increased brand visibility and supported business objectives across multiple business units.
- Enhanced the digital customer experience through website design improvements and UI customization initiatives that strengthened online brand consistency.
- Managed multiple high-priority marketing campaigns simultaneously while maintaining exceptional creative quality and meeting aggressive production deadlines.
- Collaborated with external vendors, printers, fabricators, and production partners to execute large-scale experiential marketing assets from concept through installation.

Graphic Designer | Sherry Manufacturing Co. / Cromer Company April 2012 – Nov 2015

- Designed branded apparel collections, production-ready artwork, retail graphics, and promotional materials for consumer products.
- Created visual concepts, client presentations, and illustrations aligned with brand objectives, market trends, and consumer expectations.
- Collaborated with production teams to ensure manufacturing accuracy, color consistency, and quality control throughout the production process.
- Improved workflow efficiency through standardized production systems, organized file management, and streamlined creative processes.
- Maintained direct communication with clients and internal stakeholders to ensure successful project execution.

Owner & Fashion Designer | Nicole-Nicole (Women's RTW Label) Jan 2010 – April 2012

- Founded and managed an independent women's fashion label, overseeing brand development, product design, production, marketing, and business operations.
- Developed seasonal collections while managing vendor relationships, manufacturing coordination, and promotional initiatives.
- Partnered with Cosmopolitan Magazine Latin America to support editorial collaborations and increase brand visibility.

Fashion Designer / Graphic Designer / Production Assistant | Do Denim Sept 2007 – May 2009

- Designed men's and women's contemporary apparel collections through trend research, product development, technical design, and manufacturing coordination.
- Created branding materials and technical production packages while working directly with factories to maintain production quality and timelines.

CORE COMPETENCIES

Brand Identity, Brand Strategy, Art Direction, Creative Strategy, Integrated Marketing Campaigns, Marketing Design, Visual Identity Systems, Campaign Development, Visual Storytelling, Digital Marketing, Social Media Design, Print Production, Environmental Graphics, Website Design, UI Design, Figma, Adobe Creative Suite, Typography, Creative Problem Solving, Creative Concept Development, Cross-functional Collaboration, Project Management, Stakeholder Management, Creative Operations, Vendor Management, Brand Guidelines, Marketing Collateral, Experiential Marketing

CAREER HIGHLIGHTS

- 15+ years of experience leading branding, marketing, and visual communication initiatives.
- Directed creative development across hospitality, entertainment, healthcare, retail, manufacturing, and consumer brands.
- Successfully led more than 45 brand transformation projects from strategy through final execution.
- Extensive experience delivering integrated campaigns across digital, print, web, social media, experiential marketing, packaging, and environmental graphics.
- Recognized for building strong cross-functional relationships while delivering strategic creative solutions that align business goals with customer experience.
- Bilingual: English & Spanish.

EDUCATION

B.A. Design – Instituto Europeo di Design, Madrid, Spain

A.S. Design – The Art Institute of Fort Lauderdale, Florida, USA