

NOEMIE NOULLET

Experienced designer with a broad portfolio emphasizing brand awareness, content activation, & audience retention. Enjoys working across all design mediums (physical, digital) and in different environments - corporate and start-ups; in-person, hybrid, & remote teams. Recognized as capable team leader and solid team member. Thrive in fast-paced environments on projects with tight timelines.

CONTACT

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Denver, CO

EDUCATION

Penn State University - Bachelor of Design In Graphic Design '19

REFERENCES AVAILABLE UPON REQUEST

WORK EXPERIENCE

Grit Digital Health

Senior Visual Designer, 2023-Present, Visual Designer 2021-23

Responsible for:

- Managing all aspects of visual identity to deliver consistency and polish across all customer-facing and internal deliverables.
 - Project management and execution of deliverables across product, sales, and marketing teams
 - Searching, selecting, and managing off-shore illustrator based out of South Africa
 - Art directing ad agency designers/producers/art directors to ensure that our brand standards are upheld (video, large scale print, trade show materials, etc.)
 - Conducting on-campus and virtual surveys and workshops, evaluating feedback, and analyzing results to inform, reinforce, and promote brand and visual design decisions.
 - Presenting brand research results to the leadership team on a routine basis.
- Strategize with sales, marketing, product and content teams to implement designs, streamline processes, and increase product usage and sales.
 - Facilitate cross team collaboration to work across team siloes, stimulate knowledge sharing, and foster ongoing discussions about how to maintain product relevance in tech and higher education markets.

Live Nation Entertainment

Festival Brand Designer, 2019-2021

- Created and designed deliverables in fast-paced environment (brand guidelines, tour posters, social content, schedules, credentials, web guidelines, web assets, scrim, maps, decks, and merch) for music festivals, including Lollapalooza, Bonnaroo, Big Ears, Forecastle, High Water, Homecoming, Moon River, Railbird, Music Midtown, Austin City Limits, and Austin Food and Wine Festival.
- Art directed contractors and illustrators to produce custom illustrations and merchandise for unique festival needs
- Worked closely with external contractors to produce stage scrim and festival signage including maps, wayfinding, and vendor signage.
- Worked with Knoxville venues (Bijou Theatre, The Mill & Mine, Tennessee Theatre) to produce ads, social, and print assets for smaller, local shows.

iHeartRadio

Digital Designer, 2020-2021

- Created brand-specific content for a wide range of U.S. radio station syndicates including social media, web, print, and ads.
- Established productive relationships with radio station hosts to develop content that reflected unique audience needs and market requirements.

Williams-Sonoma, Inc

Freelance Print + Digital Designer, 2021-2022

- Created digital and brand assets for the B2B team within the pre-existing Williams-Sonoma design system to maintain brand integrity across multiple corporate brands including West Elm, Pottery Barn (Kids, Teens), Williams-Sonoma Home, Rejuvenation, and Mark & Graham.
- Supported newly established B2B team with design of digital and print reusable templates for decks, catalogs, email campaigns, and presentations.

ACHIEVEMENTS

2024 Graphis Advertising Award - Silver for Man Therapy for Commercial Fisherman
2019 Graphis New Talent Annual - Platinum for Converse Chuck 70 Campaign
2016-19 PSU Cross Country and Track & Field