

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

noemienoullet@gmail.com
443-545-6685
Boulder, CO

EDUCATION

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

REFERENCES AVAILABLE UPON REQUEST

WORK EXPERIENCE

Alchemer

Senior Brand & Strategy Designer, 2024-Present

Responsibilities:

- Establish design principles as the first in-house designer.
- Lead and implement company-wide visual rebrand, coordinate across enterprise to ensure alignment.
- Create new design system and user-friendly templates in Figma, InDesign, Canva, PowerPoint, and Word for internal team self-service.
- Partner with marketing teams (product, content, demand gen, paid ads, web) to develop sales tools, design reusable templates, and improve web experiences.
- Recruit, hire, and art direct freelance designers.

Grit Digital Health

Senior Visual Designer, 2023-2024; Visual Designer 2021-23

Responsibilities:

- Managed all aspects of visual identity to deliver consistency and polish across all customer-facing & internal deliverables.
 - Project managed and executed deliverables across product, sales, and marketing teams.
 - Searched, selected, and managed offshore illustrator based in South Africa.
 - Art directed ad agency designers/producers/art directors to ensure that our brand standards were upheld. (video, large-scale print, trade show materials, etc.)
 - Conducted on-campus and virtual surveys and workshops, evaluated feedback, and analyzed results to inform, reinforce, and promote brand and visual design decisions.
 - Presented brand research results to the leadership team on a routine basis.
- Strategized with sales, marketing, product and content teams to implement designs, streamline processes, and increase product usage and sales.
 - Facilitated cross-team collaboration to work across team silos, stimulate knowledge sharing, & foster ongoing discussions about how to maintain product relevance in tech and higher ed 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, scrims, 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 scrims 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.

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WORK EXPERIENCE CONTINUED

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
2023 Cirque Series Arapahoe Basin Sport Division - 3rd Place Female Finisher
2023 Desert Rats Trail Running Festival 42k - 3rd Place Female Finisher
2019 Graphis New Talent Annual - Platinum for Converse Chuck 70 Campaign
2016-19 PSU Cross Country and Track & Field