

Nicole Ngo

Associate Creative Director, Art

CONTACT

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PROFILE

A Chicago bred experienced creative and versatile designer with the ability to adapt to any situation, driven by curiosity and the unknown.

EDUCATION

Bachelors of Fine Arts, Visual Communications
– Graphic Design, Magna Cum Laude
International Academy of Design & Technology

EXPERIENCE

closerlook (A Member of Fishawack Health) | May 2019 – present

Associate Creative Director, Art
argenx, TerSera, BioMarin, Novo Nordisk, Alexion

- † Leads, inspires, and mentors creative teams of writers, designers, freelancers, and interns from concept through execution
- † Participates in and leads client meetings, creative discussions, strategy discussions, project critiques, and development of presentations
- † Leads the creative development and execution of individual projects—print, digital, and experiential—in close collaboration with creatives under the guidance of the Group Creative Director across multiple brands
- † Led the creative execution for a successful product launch in the rare disease space, supporting an \$18.5MM business—both branded and unbranded patient-facing campaigns. Multichannel tactics included direct to consumer print, digital, and a virtual product premiere
- † Guides project teams and clients through closerlook's creative process to ensure the highest-quality creative work—quickly, efficiently, and on budget
- † Participates in new business efforts, conceiving and live pitch, as well as new campaign launches for current brands, resulting in 7+ wins since joining in mid-2019
- † Assists with several internal projects including process improvements for the agency, internship program creation and roll-out, and event planning
- † Mental Health First Aid certified via The National Council for Mental Wellbeing
- † Core member of closerWe (diversity, equity, and inclusion) whose main focus is to help influence company policy for a more equitable environment for all, and Mirth (internal culture) employee resource groups

SCOUT Health | May 2014 – May 2019

Art Director (Jazz Pharma, PTC Therapeutics, electroCore)

- † Closely collaborated with copywriter and others on the creative team to execute concepts across different projects that include both patient-focused and HCP-focused communications
- † Visually executed creative vision and conceptually-driven campaign work into dynamic digital experiences
- † Maintained a productive and inclusive relationship with senior-level creatives, Creative Director, studio, and digital production to establish appropriate creative executions for various projects
- † Maintained a high level of quality through every aspect of a project, from kickoff through final production, while adhering to agency and client standards regarding process and expectations
- † Participated in new business efforts, as well as new campaign launches for current brands
- † Jump started and co-lead the "Happiness Committee" for the Chicago office

Forever Brands | Nov 2012 – May 2014

Art Director, Social Media Coordinator (Forever Yogurt, Bee & Tea, Falafill)

- † Conceptualized, designed, and produced signage and marketing materials used in over 25 franchised stores across three brands
- † Maintained brand identity by directing a team of graphic designers, marketing coordinators, and interns
- † Administered account transactions for store build-outs and advertisements
- † Established company's social strategy to increase visitors, views, and likes and visual presence on Facebook, Twitter, Yelp, and Instagram
- † Spearheaded social campaigns, contests, and media buys for all three brands

SKILLS

- Expert knowledge in the Adobe Creative Cloud and Sketch (including Craft and InVision)
- Intermediate skills in Figma
- Strong creative concept development and high-quality visual execution
- Thorough understanding of photography, typography, printing techniques, pre-press, and digital processes
- Proficient with Microsoft Office Suite, Workfront, Slack, and Jira
- Excellent interpersonal and communication skills, including client-facing presentations and maintaining strong client relationships
- Works well as part of a team with a range of people, as well as independently
- Highly organized and excellent with time management
- Up to date and highly interested in social, cultural, and fashion trends
- Hands-on creative skills including mockups, ad boards, bookbinding, and packaging