



NICK LAKIOTES

ART DIRECTOR / DESIGNER

CONTACT ME

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EDUCATION

**Bachelor of Arts in Fine Arts,
Computer Art Concentration**
SUNY College at Oneonta
1999

EXPERTISE

- Art & Creative Direction
- Marketing Strategy & Collateral
- Project Management
- Logo & Brand Design
- Adobe Suite
- Animation Direction
- Printing Coordination
- Strong Problem Solver
- Client & Vendor Relations
- Typography
- Package Design
- Experiential Marketing Design

ABOUT ME

” An innovative Art Director with over 14 years hands on experience in delivering creative & innovative design solutions in visual communication; Expertise in all aspects of the end-to-end creative process from concept through execution; Excellent team player & collaborator; Forward thinker who brings a broad perspective to company needs. Highly skilled in building client relationships & providing project-management skills that brings collaborative visions to life in a fresh, aligned and compelling way.

EXPERIENCE

Creative Director

Feb. 2020 - Present

TripleLift - New York, NY

Oversee and lead all aspects of co-collaborated creative strategies, development & executions for brand marketing, product marketing & sales enablement.

- Orchestrated & completed successful re-fresh/ re-brand of company across all channels prior to \$1.4 Billion dollar acquisition.
- Manage a cross-functional creative team that supports company globally.

Sr. Art Director

Oct. 2015 - Jan. 2020

Undertone - New York, NY

Leverage strategic vision, business acumen, artistic talent & experience to deliver high-impact marketing, activation touch points & company sales collateral.

- Initiate & manage customized presentation templates for company. A system that cut hours of work into minutes.
- Help upper-management better translate their vision & communicate their ideas visually through presentation materials.

Art Director / Visual Strategist

June 2011 - Oct. 2015

iHeart Media - New York, NY

Managed development & creation of materials for both iHeartMedia & iHeartRadio brands.

- Spearheaded creative execution on several multi-million dollar client campaigns & activations.
- Lead designer & director of Macy's iHeartRadio Rising Star campaign, a partnership which garnered iHeartMedia 24 million in revenue.

Co-Founder / Art Director

Dec. 2003 - June 2009

Six Point Harness - Los Angeles, CA

Established & managed animation company operations. Supervised a staff of over 40 employees. Coordinated production workflows & scheduling.