



**nicole chin**  
art director + designer

*Los Angeles-based Art Director and Designer, specializing in brand strategy, conceptual design thinking, and creative problem solving.*

### Brand Strategy

I enjoy building design systems that establish and unify a brand across multiple platforms and devices. At Movies Anywhere, I co-wrote and maintain the brand guidelines, style guides, and in-app merchandising rules with Marketing, Product, and Legal.

### Conceptual Design Thinking

My art direction style depends on research, brainstorming, conceptual thinking, and strategy to create innovative, intentional designs. The 2017 Amgen Tour of California key art used watercolor and race imagery to evoke emotion and excitement for the race and location.

### Creative Problem Solving

I thrive in situations where I can understand a client's problem by asking key questions and using research and strategy. At Movies Anywhere, I worked the project managers to establish PM tools, timelines, deliverables, and critiques to deliver on the project's expectations.

### Experience

- April 2017-Present

**Manager, Graphic Design, Walt Disney Studios**

  - Launch team for Movies Anywhere app: Digital locker service with over 7,500+ movies and in partnership with Walt Disney Studios, 21st Century Fox, Sony Pictures, Warner Bros., and Universal Studios.
- May 2016-April 2017

**Senior Graphic Designer, AEG Worldwide**

  - Clients Included: Amgen Tour of California, All-Star Chef Classic, BET Awards, Grammy Museum, Los Angeles Lakers, Ontario Reign (LA Kings), and Regal L.A. LIVE: A Barco Innovation Center.
- April 2015-May 2016

**Art Direction + Design Consultant, Freelance**

  - Clients Included: Foursquare Communications, Gloop, Salvation Army, SparkVoice Project, and Watbot, Inc.
- Oct. 2011-April 2015

**Art Director, Foursquare Communications**

  - Oversaw Brands: National Foursquare brand, Foursquare Chapins, Foursquare Connection, and Foursquare Missions International.
- June 2009-Oct. 2011

**Graphic Design Consultant, Freelance**

  - Clients Included: Victory Sports Network, Midland Athletics, M. Watanabe Electrical, Compassion First, C.E.O. Women, Kalele Charters, SWAG Sports, Zzoit Clothing, and STARS.
- Jan. 2009-June 2009

**Graphic Designer, Foursquare Communications**
- June 2008-Sept. 2008

**Sports Editing + Design Intern, Orlando Sentinel**
- Sept. 2005-May 2008

**Layout + Design Editor, Azusa Pacific University's The Clause**

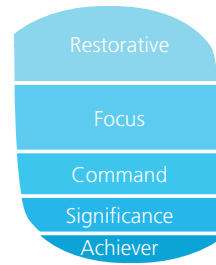
  - 2008 Editor of the Year
- May 2007-Aug. 2007

**Art Department Intern, ESPN The Magazine**

  - First Art Department Intern

### About Me

#### Strengthsfinder



#### Myers-Brigg

**ENFP**

#### Software Experience



### Education

- Sept. 2011-Dec. 2012

**Art Center at Night,**  
Art Center College of Design

  - Motion Graphics 1, Web Fundamentals
- Aug. 2004-May 2008

**Bachelor of Arts in Journalism, Azusa Pacific University**

**Minors in Communication Studies, Graphic Design**

  - Campbell Foundation Scholar
- May 2006-Aug. 2006

**Summer in NYC,**  
New York University

  - Critical Writing: The Arts in NYC, Creative Writing

### Speaking Engagements

- Dec. 2018

**TypeEdLA + General Assembly: Inside The Minds Of Brilliant Designers**
- Oct. 2018

**APU Alumni Religious Chapel**
- April 2018

**WeAreSpire: Faith in the Process**
- Feb. 2015

**APU David C. Bicker Communication Ethics Conference Speaker**
- April 2013

**Alumni Design Panelist**

### Volunteerism + Associations

- Jan. 2018-Present

**Women@Disney Designer**
- Sept. 2018

**Disney Leadership Essentials Participant**
- Nov. 2015, 2016

**RunDisney Volunteer**
- Oct. 2016

**ZuVenturez Professional Consultant**
- Oct. 2013

**AIGA Design for Good Participant**

### Things I Love

