

# NICK TURNER

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## Experience

### **Associate Creative Director of Brand Strategy**

BlueCross BlueShield of Tennessee  
July 2015 – Present

Leading the design team in creation of integrated marketing campaigns, materials for all lines of business and a variety of internal projects. Driving the implementation of new processes to improve efficiencies of design team. Managing multiple employee's schedules, requests and approvals.

### **Art Director**

SmartFurniture  
June 2014 – July 2015

Responsible for all creative aspects of brand, which included management of creative team. Worked with marketing and development teams to improve user experience on website, refine online tools related to website, and update user interface. Used data analysis based on user behavior to drive design decisions and test a multitude of experiences.

### **Founder & Lead Designer**

Figure Five LLC  
October 2013 – June 2014

Created and produced all creative for agency and clients. Assisted with new business acquisition, client relations, and project management. Helped design and implement lean processes for the team.

### **Visual Designer & Design Director**

AREA203 Digital  
October 2010 – November 2011 & February 2013 – August 2013

Oversaw all design projects that related to new business within the agency, as Design Director. Collaborated with a small team to concept, create, and implement digital campaigns, websites, events, and printed collateral for a wide range of clients.

### **Art Director**

Pale Dot Voyage  
November 2011 – December 2012

Worked with startups to concept, design, and launch digital products, websites, and a book. Additionally, contracted with large agencies to create integrated digital campaigns for large, national brands, like Taco Bell and United Healthcare.

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## Education

### **The University of Tennessee at Chattanooga**

BFA, Graphic Design  
2004 – 2009

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## Skills

Photoshop, Illustrator, InDesign, Final Cut, Microsoft Office, Google Docs, typography, layout, illustration, UX mapping, UI Design, HTML and CSS, sound production, collaboration, enthusiasm, and ping pong.