



**Nikki Kopelson**  
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## Experience

### Crate and Barrel

Northbrook, IL

#### Web Designer - Graphics/Direct Marketing - 06/08- Present

- Design and produce emails for Crate and Barrel, CB2, and Canada branch including gift registry, store openings and events, sale, outlet, new product, and new catalogue communications.
  - Aiding in implementation of the Crate and Barrel website redesign and create collateral for CB2 and Canada website
  - Design banner ads for use through services such as google, ascerno, facebook and bridal websites
  - Create point of sale and kiosk graphics for Crate and Barrel and CB2 stores
- Work directly with the head writer, Internet and Direct Marketing teams along with the Graphics department

### Crate and Barrel

Northbrook, IL

#### Junior Graphic Designer - Catalogue - 10/07-06/08

- Designed for Crate and Barrel and CB2 catalogues including building and editing layouts, catalogue ads, and concepting catalogue redesign.
- Assisted Senior Creative Director of Catalogue, Senior Art Director of Catalogue, Catalogue Art Directors, and Merchandising Managers for Crate and Barrel and CB2
- Produced banners and advertisements for use in Crate and Barrel Fall Collection and CB2 catalogues

### Crate and Barrel

Northbrook, IL

#### Graphics Freelancer - 05/07-09/07

- Involved in all aspects of catalogue production including working with digital images, pricing, layout, and attending production meetings

### One Small Seed Magazine/Designed04

Cape Town, South Africa

*A South African contemporary culture publication and design firm*

#### Graphic Design Intern - 02/07-05/07

- Created identity usage guidelines and organized corporate materials
- Designed and produced web-based marketing tools such as a myspace.com page and portfolio
- Concepted and designed new contents section for magazine
- Design jobs for firm including invitations and CD digipack

### UW-Madison College of Engineering

Madison, WI

#### Graphic Designer - Diversity Affairs Office, 08/06-12/06

- Designed and edited e-newsletter and flyers used to inform underrepresented engineering students and faculty about scholarship opportunities and student group events.

### Crate and Barrel

Northbrook, IL

#### Graphics Intern - 05/06-08/06

- Assisted in concept and layout redesign presentation for Crate and Barrel's Best Buys catalogue
- Assisted Art Directors at catalogue photo shoot with styling and errands

### Jewish Cultural Collective (JCC)

Madison, WI

#### Graphic Designer - 08/04-05/06

- Created and implemented logo and identity system for the JCC
- Created flyers, posters, booklets, and advertisements to promote campus-wide events for distinguished lecturers and cultural celebrations
- Executed and coordinated all print production

### The Madison Observer

Madison, WI

#### Layout Editor - 12/05-05/06

### i4design, currently Akimbo Group

Chicago, IL

*A Chicago-based creative retail, and corporate branding boutique and a division of Leo Burnett*

#### Intern - 12/04-01/05

## Technical Knowledge

Adobe Photoshop, InDesign, Illustrator, Dreamweaver, Quark XPress, Microsoft Office Suite, Apple and PC platforms, HTML, CSS

## Education

University of Wisconsin-Madison Madison, WI  
Bachelors of Science Degree, December 2006  
Family and Consumer Communications Major with Graphic Design Emphasis  
Minor in Business with Marketing Emphasis  
Certified by the UW-Madison Student Technical Training Web Design Program