



**Nikki Kopelson**  
847-651-2448  
nikki@kopelsondesign.com  
www.kopelsondesign.com

## Career Objective

Seeking a position as a graphic and web designer which utilizes both my strategic and creative abilities at a company with opportunities for growth.

## Experience

### **CB2/Crate and Barrel Designer - eCommerce/Direct Marketing**

Northbrook, IL June 2008–Present

Responsible for designing key cb2.com site functionality. Site changes driven by usability testing with the overarching goals of increasing conversion and building brand identity. Increased site sales by 15% in the past year

Collaborate with Marketing and PR department to develop social media strategic initiatives

Sole person responsible for designing Facebook Fan Pages reaching over 200,000 fans

Cultivating loyalty and forging strong relationships with external vendors. Involved in the selection process of a new social platform vendor

Design graphics for POS screens, gift registry and contest kiosks for over 100 stores nationwide

Designed and launched 2-5 eblasts a week reaching up to 8 million customers per eblast

Eblasts increased return purchases and attracted new customers

### **Junior Graphic Designer - Catalog** May 2007–June 2008

Built layouts, designed catalog ads and collaborated with Art Directors on catalog redesign

### **Design Intern - Catalog** May 2006–August 2006

Assisted Art Directors in catalog design, production and photoshoot prep

### **Kopelson Design Freelance Designer**

Chicago, IL June 2007–Present

Specialize in web display ads, brand identity and front end web design

Clients include Reach Local, Village Cycle Center, Walter E Smithe, Resonate Yoga Chicago

### **One Small Seed Magazine/Designed04 Design Intern**

Cape Town, South Africa February 2007–May 2007

Designed and produced web-based marketing tools including an online portfolio and myspace page. Developed concepts for magazine, designed invitations and a CD digipack

Gained international design experience

### **UW-Madison College of Engineering Graphic Designer**

Madison, WI August 2006–December 2006

Developed and edited e-newsletters and flyers used to inform engineering students and faculty about scholarship opportunities and student group events

### **Jewish Cultural Collective Graphic Designer**

Madison, WI August 2004–May 2006

Designed logo and developed identity system

Created and produced flyers, posters, booklets and ads to promote campus-wide events

## Technical Knowledge

Adobe Creative Suite, Dreamweaver, Quark XPress, Microsoft Office Suite, Apple and PC platforms, HTML, CSS, Flash

## Education

### **University of Wisconsin-Madison Bachelors of Science, December 2006**

Major in Consumer Communications with Graphic Design Emphasis

Minor in Business with Marketing Emphasis