

# Nicole Casinelli

## UX/UI Designer

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### Graphic Designer / UX Designer

American Public Television

Boston, MA

*December 2018 – October 2024*

- Led UX/UI redesign of CreateTV.com, a platform serving a national audience of over 30 million viewers, modernizing the user experience and interface to enhance usability and engagement. Collaborated with an accessibility consulting firm to ensure the redesigned website adhered to WCAG standards and was inclusive for all users.
- Provided comprehensive graphic design support for American Public Television (APT), Create, and WORLD, with a focus on aligning digital and print assets to user-centered design principles.
- Managed and upheld brand consistency and design standards for APT and Create, collaborating with local television stations nationwide to ensure seamless brand integration across platforms.
- Designed and delivered all visual assets for the annual APT Fall Marketplace Conference, including branding, high-level sponsorship presentations, and event materials, leveraging UX principles to create user-friendly conference collateral.
- Developed digital and print advertising campaigns for APT and Create, featured in high-profile outlets such as *People Magazine's Bob Ross Special Edition*, *Yankee Magazine*, *RealScreen*, *Current*, and the *2019 Daytime Emmy Awards Brochure*.
- Applied user-centric design methods to social media content, contributing to Create and APT's digital presence by crafting engaging visual narratives tailored to diverse audiences.
- Collaborated directly with APT's President & CEO to develop visually compelling presentations and design assets, with a strategic focus on delivering impactful, audience-focused experiences.

### Freelance Graphic Designer and Photographer

Nicole Casinelli Design & Photography

*October 2013 – August 2018*

- Delivered tailored graphic design solutions for clients, meeting deadlines and specific design requirements.
- Built personal portfolio website showcasing design work and photography using HTML & CSS.
- Worked as a freelance photographer, editing and delivering event photographs.

### **Graphic Designer / Resident Services Coordinator**

Berkshire Communications

*August 2015 – May 2018*

- Developed marketing materials, managed social media, and created ads aligned with Berkshire's brand.
- Planned, budgeted, and marketed large-scale community events with up to hundreds of attendees.

### **Contributing Graphic Designer**

Scout Magazine & Renick Design

Somerville, MA

*October 2013 – March 2015*

- Developed print and web design materials, ensuring project completion within client specifications.
- Conducted event photography for promotional materials.

### **Tenant Services Coordinator**

Collier's International

Cambridge, MA

*January 2014 – February 2014*

- Provided customer support and coordinated with technicians to address service requests.

### **Marketing Coordinator & Graphic Designer**

Stonehill College

Easton, MA

*September 2011 – May 2012*

- Conducted market research and created promotional designs to align with competitor standards.

### **Photographer**

Stonehill College

*April 2012 – June 2013*

- Captured and edited event photography for college marketing materials.

### **Graphic Designer & Photographer**

Eat. Drink. Mingle. Group

Quincy, MA

*January 2012 – October 2012*

- Photographed promotional food content, edited images, and designed menus to enhance brand identity.

## **Graphic Designer**

Stonehill College

*May 2010 – August 2010*

- Collaborated with departments to design visual displays highlighting university achievements.

## **Skills**

- Graphic Design: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Branding, Print/Digital •
- Photography: Event and Food Photography, Photo Editing
- Project Management: Event Coordination, Marketing Campaigns, Client Relations

## **Education**

**Stonehill College**

Bachelor of Arts in Graphic Design