

# Carol Matthews-Nicoli

Efficient, organized and insightful graphic designer with strong communication skills, specializing in social media.

www.matthews-nicoli.com  
265 Clifton Pl. Apt. 2  
Brooklyn, NY 11216  
carol@matthews-nicoli.com  
cell 347.834.4174

## experience

**Internships.com** | Social Media Consultant / Graphic Designer

**Los Angeles, California | Dec 09 – Today**

Consulted on clarity of functionality for a new social media project, while implementing design elements.

**Strut NYC and BrooklynArtProject** | Social Media Coordinator / Designer

**Brooklyn, New York | May 09 – Today**

Established an active understanding of brand development and implementation across print and interactive media.

Gained first hand social media experience with BrooklynArtProject.com: an international social network now home to over 6,700 artists and art enthusiasts.

**The Writings of Mildred Prada Spera** | Graphic Designer / Project Manager

**Boston, Massachusetts | Sept 09 – Nov 09**

Designed and implemented book layout, including cover design. Managed self-printing and publishing through Lulu.com.

**thinkStory.biz** | Graphic Designer

**Framingham, Massachusetts | Sept 08 – Jan 09**

Worked closely with owner of business to develop branding identity, including logo, business card, promotional materials and website.

**Strut NYC** | Marketing & Graphic Design Intern

**Brooklyn, New York | July 08 – Aug 08**

Collaborated closely with creative director/partner of firm developing web- and print- based materials for production.

**Egg Design** | Graphic Artist / Design Intern

**Waltham, Massachusetts | June 06 – July 06**

Assisted two partners at a design firm with graphic art production work and as a designer. Contributed to company efficiency by organizing and managing website development.

## education

**Pratt Institute**

**Brooklyn, NY | Class 2009**

BFA: Communications Design

Concentration: Graphic Design and Advertising

## honors

Pratt Circle – Graduated with Honors 2009

Presidents list at Pratt 2006 – 2009

Deans list at Pratt 2005

Awarded Merit Based Scholarship at Pratt 2005 – 2009

## skills

Adobe InDesign

Adobe Photoshop

Adobe Illustrator

Adobe After Effects

Apple Final Cut

Microsoft Office

Dreamweaver

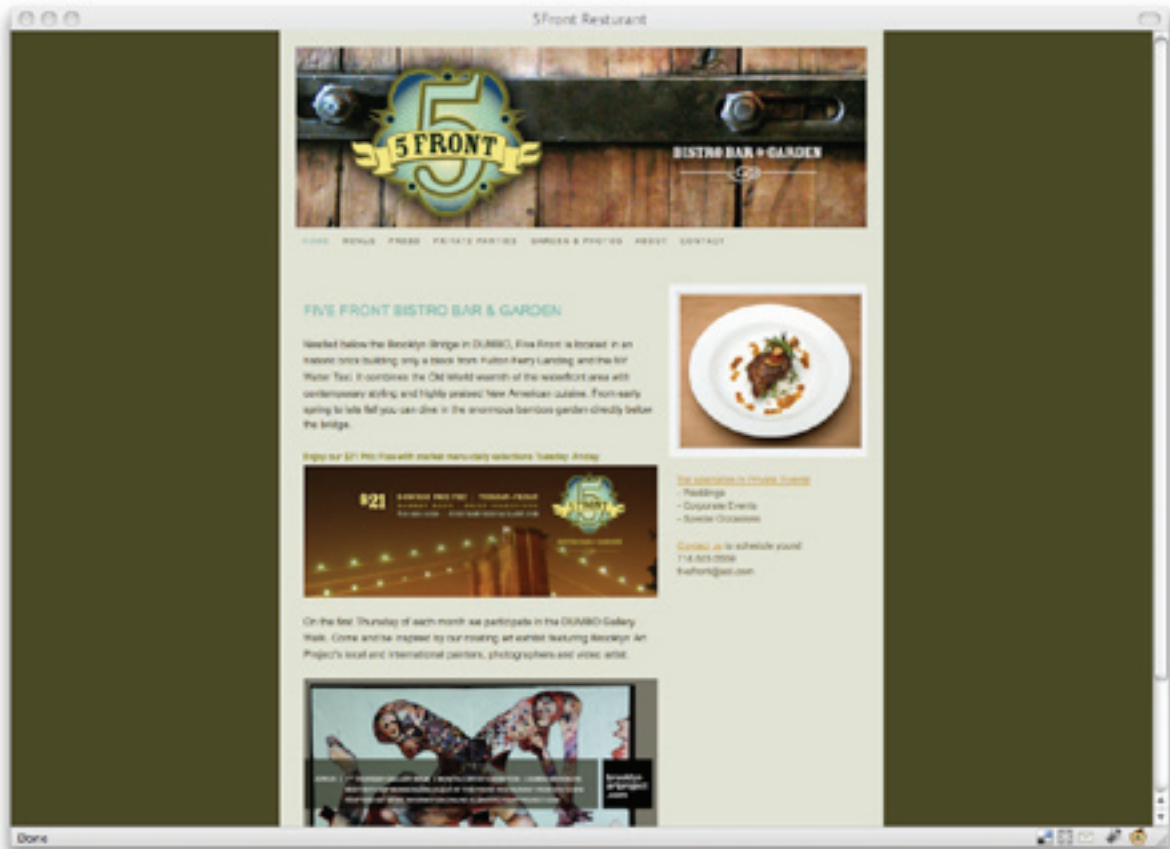
Flash

WordPress

Quark

Welcome to Carol's PDF Portfolio

## Five Front Website Design



the new site



the old site

A local restaurant needed a redesign of their website to match the new branding done by Strut NYC Inc. The site needed to be easy to update by the owner, as well as professionally representative of the franchise. The solution was to use the WordPress content management program and reworking a WordPress theme to fit the clients brand.

# Wiley Rein LLP Website Production



interior page with icons



homepage

This project was a redesign of a Law Firm's website, doubling as a management system. I helped realize the Creative Director's design by setting up complete layouts in Photoshop and personally designing the individual icons.

# ICCS E-Newsletter Production

**INDUSTRY CITY CREATIVE WORKSPACES**  
A 21ST CENTURY WORKPLACE

Brand new move in condition office spaces for rent, 800-1600 sf range

- + Fully wired
- + Two data/telecom providers
- + Great light
- + New common conference room
- + New HVAC, electric and more
- + Some water views
- + New common bathrooms
- + Modern finishes

812 SF, \$1100/month  
1593 SF, \$1950/month  
2651 SF, \$3300/month (water views)

ICCSWS.COM  
SHARE THIS  
GET SPACE ALERTS

**A SPACE TO CREATE**

Crave Space? Think Brooklyn.  
Our move-in condition offices are conveniently located less than 2 blocks from the N, D, R, M trains at the 36th Street station. Visit [ICCSWS.COM](http://ICCSWS.COM) for floor-plans, photos, directions and an introduction to the places and personalities of Brooklyn's newest destination district for creative professionals.

- | Available Spaces
- | About Us
- | Our Team
- | Upcoming Events
- | Industry City
- | Press
- | Blog

If you would like to unsubscribe to Industry City Creative Workspaces Emails just click here. This email was sent by Industry City Creative Workspaces, 220 36th Street, Industry City, Brooklyn, NY 11232. For inquiries contact Chris or Kyle at 718-400-3030. Or via email at [chris@iccs.com](mailto:chris@iccs.com) and [kyle@iccs.com](mailto:kyle@iccs.com).

e-newsletter layout

Local real estate company looking to bring in creatives to their brand new studios needed e-newsletters to advertise. I set up the layouts in Photoshop, ready to be sent off to the developers.

## BrooklynArtProject.com Promotion and Growth



BAP front page



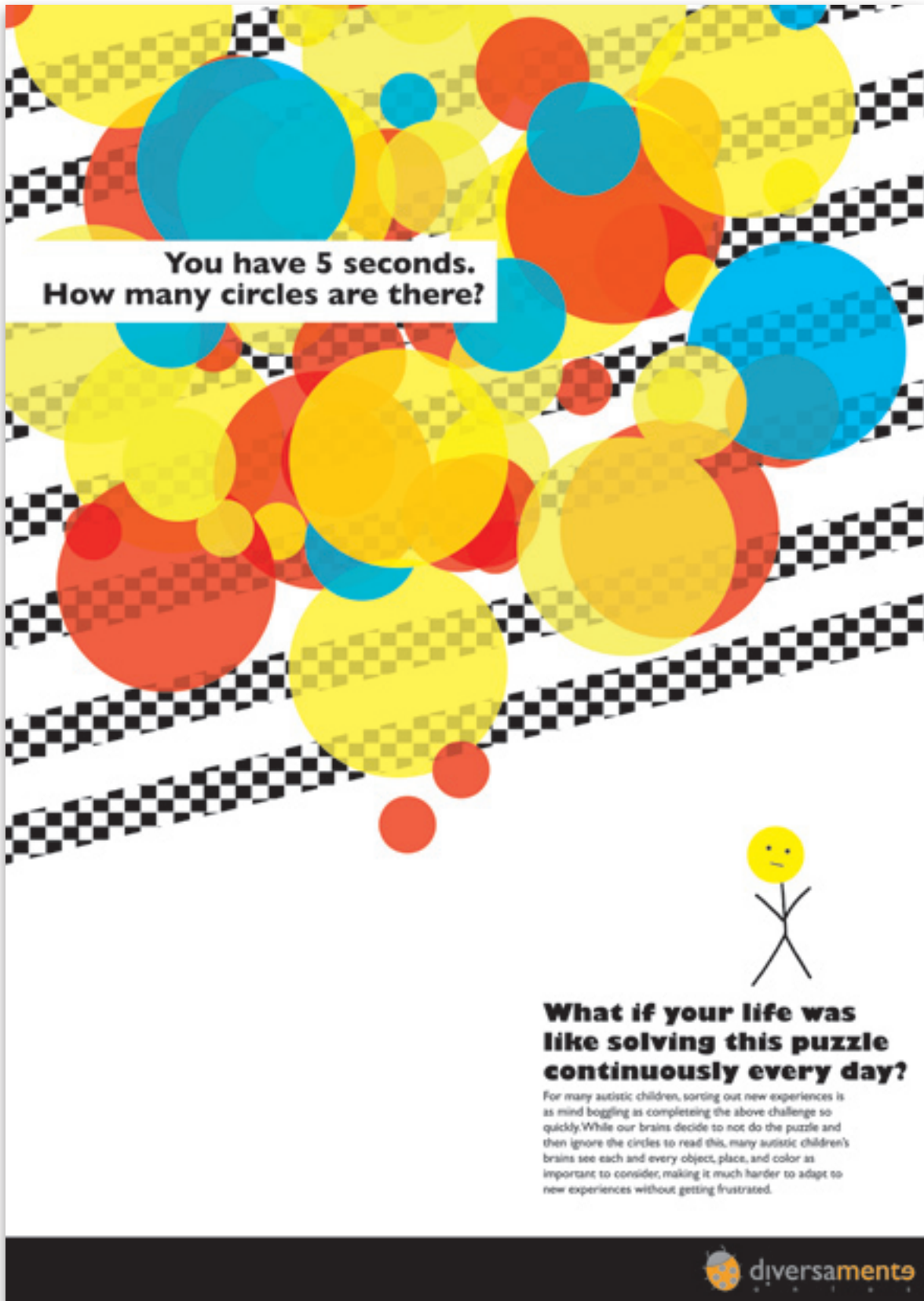
BAP on Twitter

Using Twitter and other web-based marketing tools, I worked closely with both the Creative Director and the Strategist to bring in over 3,000 new members to BrooklynArtProject.com throughout the summer. I also run an ongoing collaborative drawing project during the member meet-ups the first week of each month

samples of collaborative work




## Autism Competition Submission (1)



**You have 5 seconds.  
How many circles are there?**

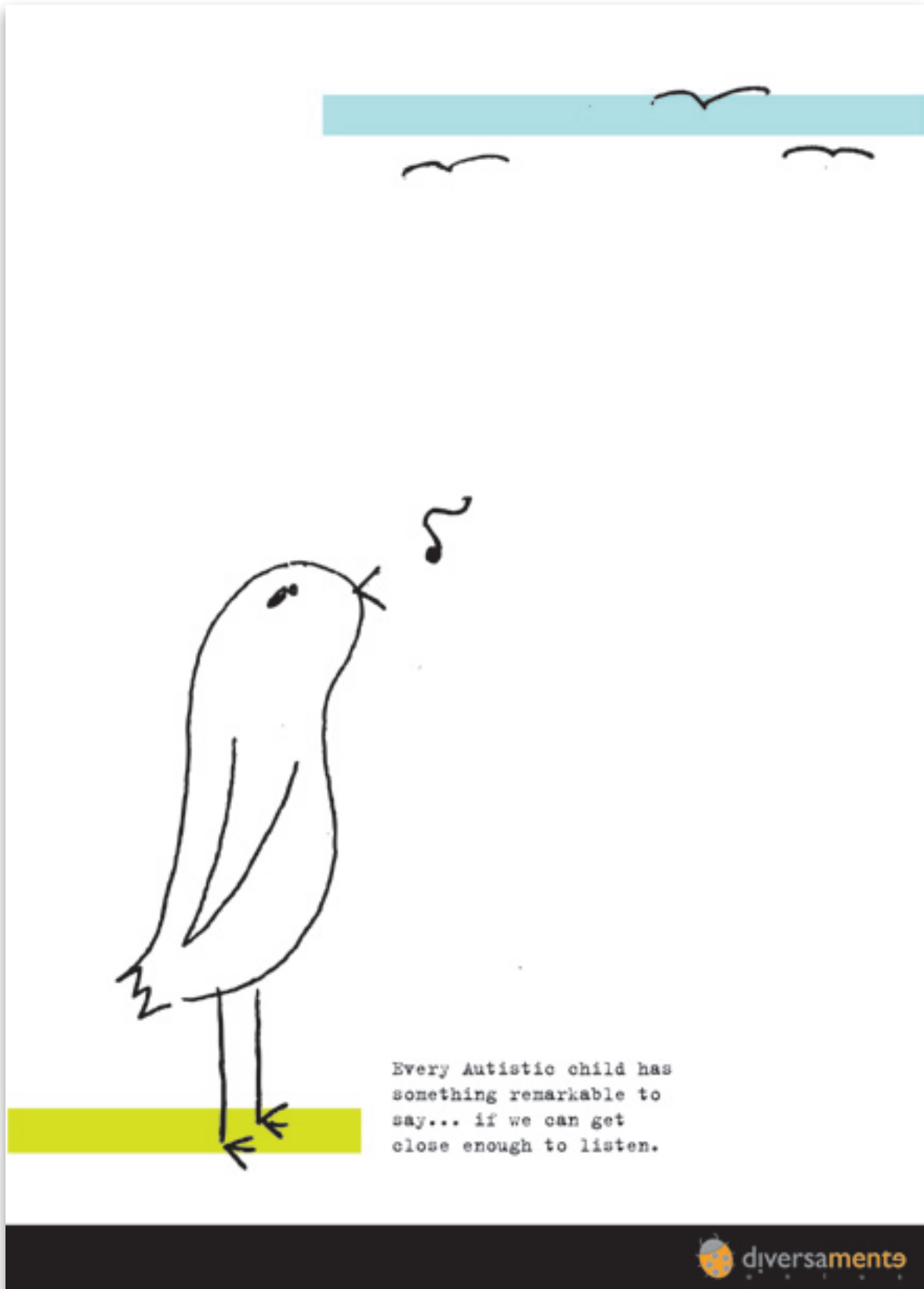
**What if your life was like solving this puzzle continuously every day?**

For many autistic children, sorting out new experiences is as mind boggling as completing the above challenge so quickly. While our brains decide to not do the puzzle and then ignore the circles to read this, many autistic children's brains see each and every object, place, and color as important to consider, making it much harder to adapt to new experiences without getting frustrated.

 **diversamonts**

Poster submitted to a competition working to increase awareness about autism. Teacher: Luba Lukova

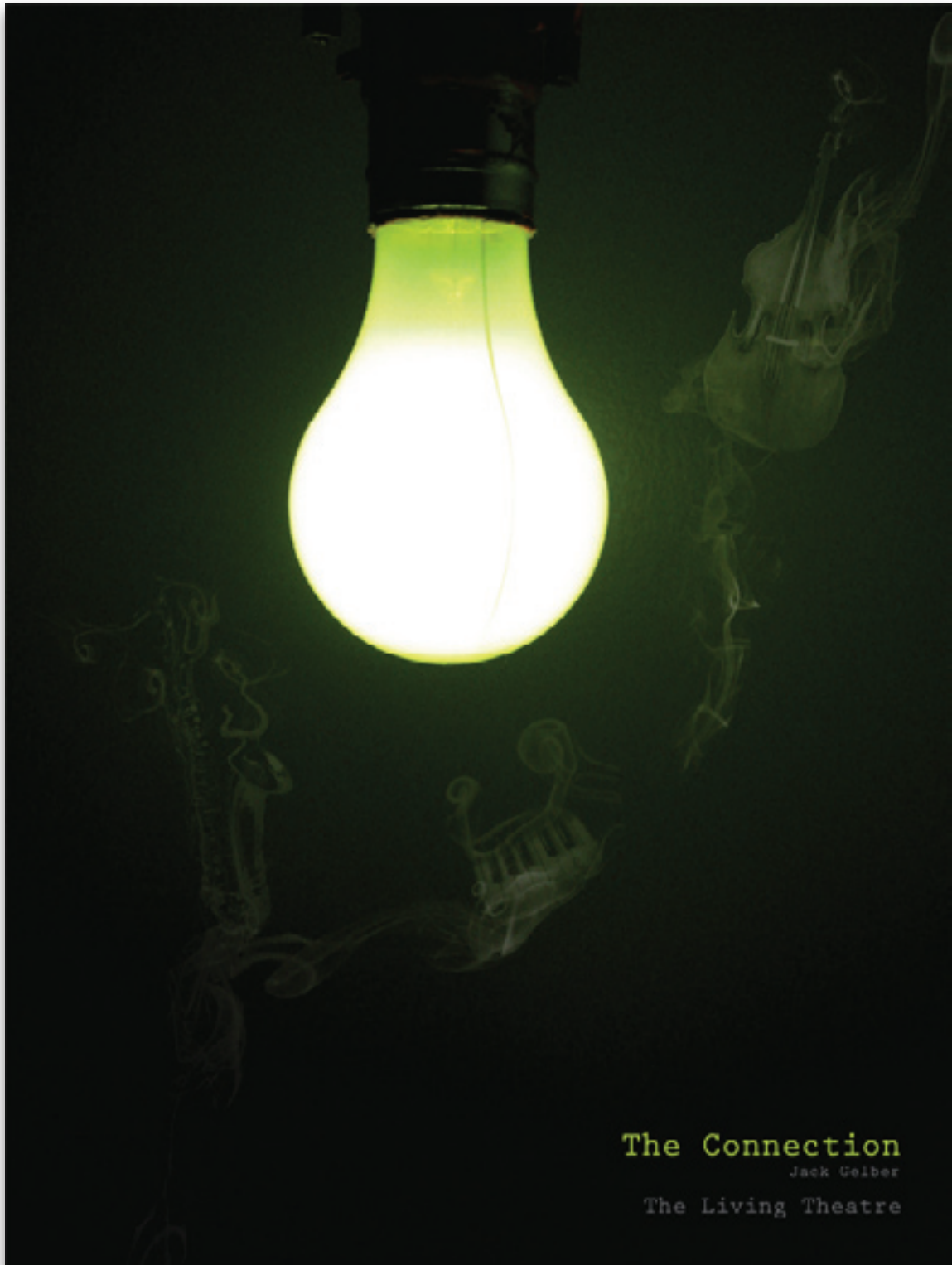
## Autism Competition Submission (2)



Poster submitted to a competition working to increase awareness about autism. Teacher: Luba Lukova

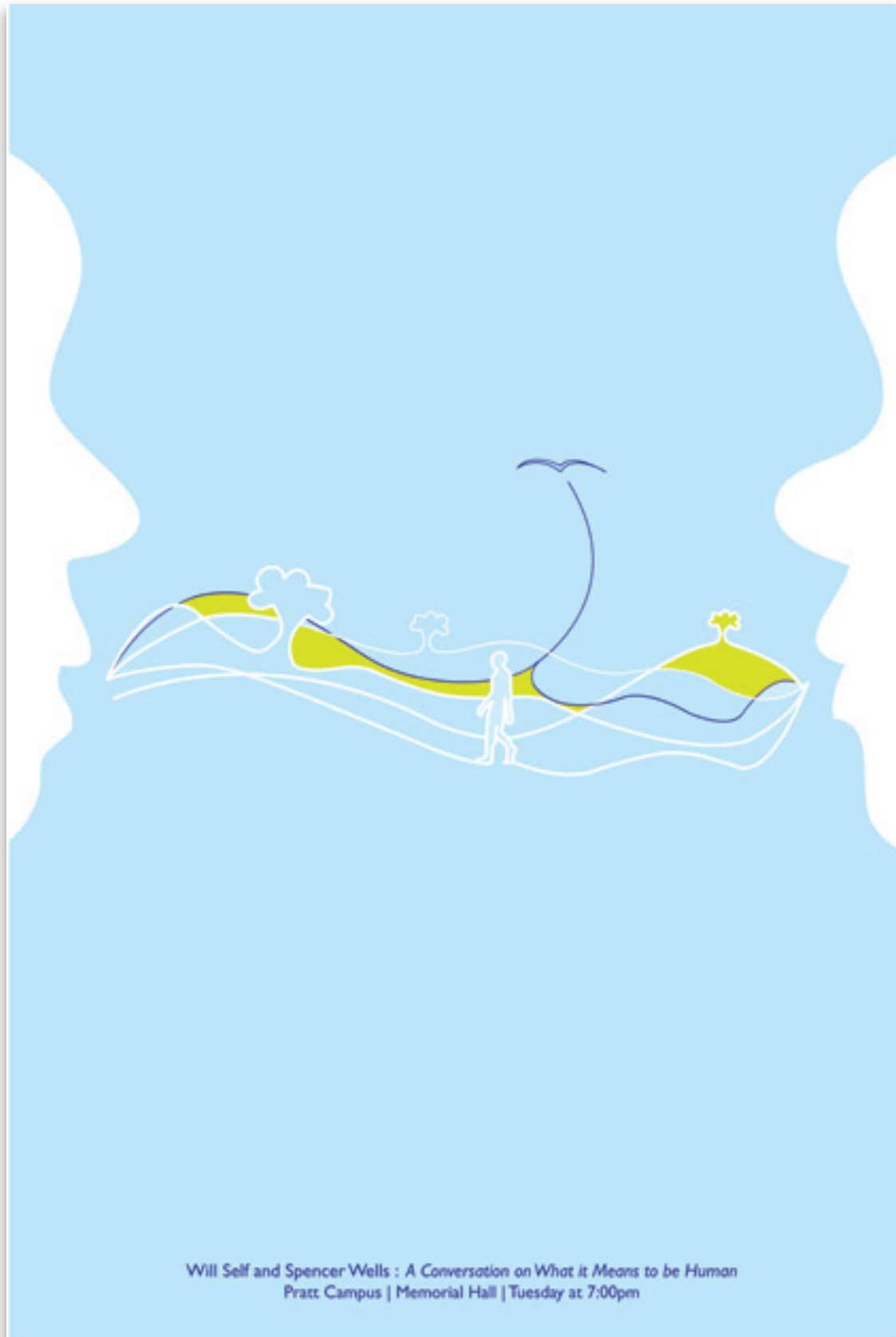


## Theater Poster: The Connection



Class assigned theater poster for "The Connection."  
This image is taken from a key element in the set,  
using the smoke to hint and the content of the play.  
Teacher: Luba Lukova.

## Lecture Announcement Poster



Class assigned poster announcing a fake lecture between Will Self and Spencer Wells speaking on What it Means to be Human. Teacher: Rob Kimmel

## Theater Poster: Prophecy



Class project to redesign a theater poster for the play "Prophecy." This image depicts one of the strongest turning points of the play. Teacher: Luba Lukova

## Office Wall Poster



Submitted for a collection of posters meant to encourage people in the office to think differently about their choices in the day to day. Teacher: Luba Lukova

## Network Neutrality



greeting cards



posters of the three separate designs

Assignment: to alert my peers to an issue that was very relevant to them. I chose the issue of network neutrality and developed a set of images and promotional material that would encourage my peers to spread the word. Every piece had an explanation on it, and an url to learn more. Teacher: Luba Lukova

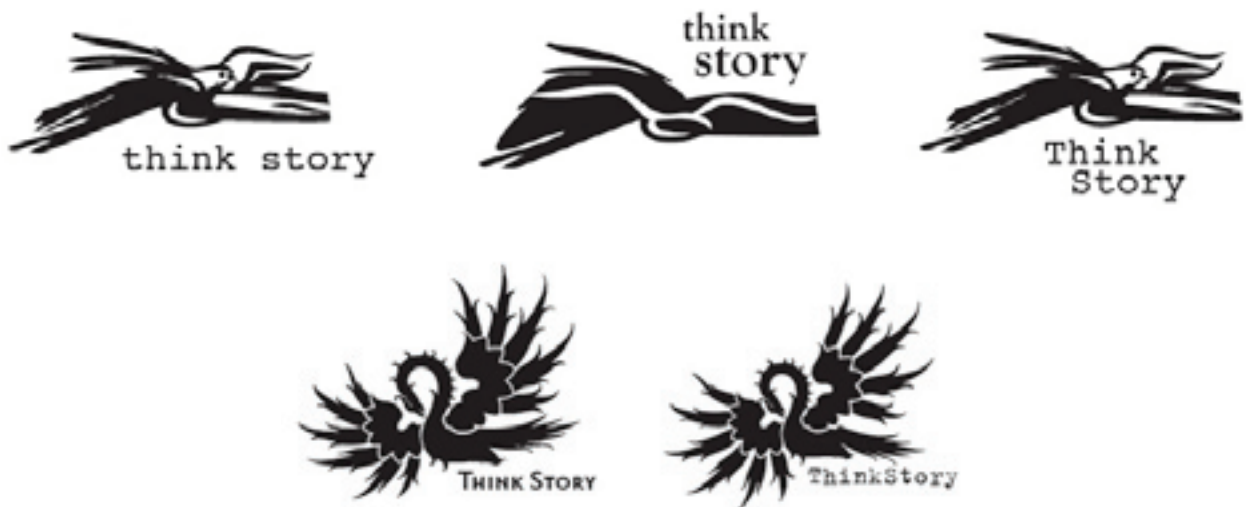
Network Neutrality



promotional poster that can be ripped into individual postcards

# thinkStory

Think Story	THINK STORY	TS
<i>Think Story</i>	<i>THINK STORY</i>	<i>TS</i>
Think Story	THINK STORY	TS
Think Story	THINK STORY	TS



{Think}°°  
Story

{Think}°°  
Story

Freelance branding project where I worked closely with the owner of the company to find a mark that equally merged her personality with her editing and script supervising business. The solution: Use only type elements that could be found in any draft of a script to tell the story of her business while illustrating a call to action. The concept was then applied to her business card and website, creating a seamless branding identity.

thinkStory

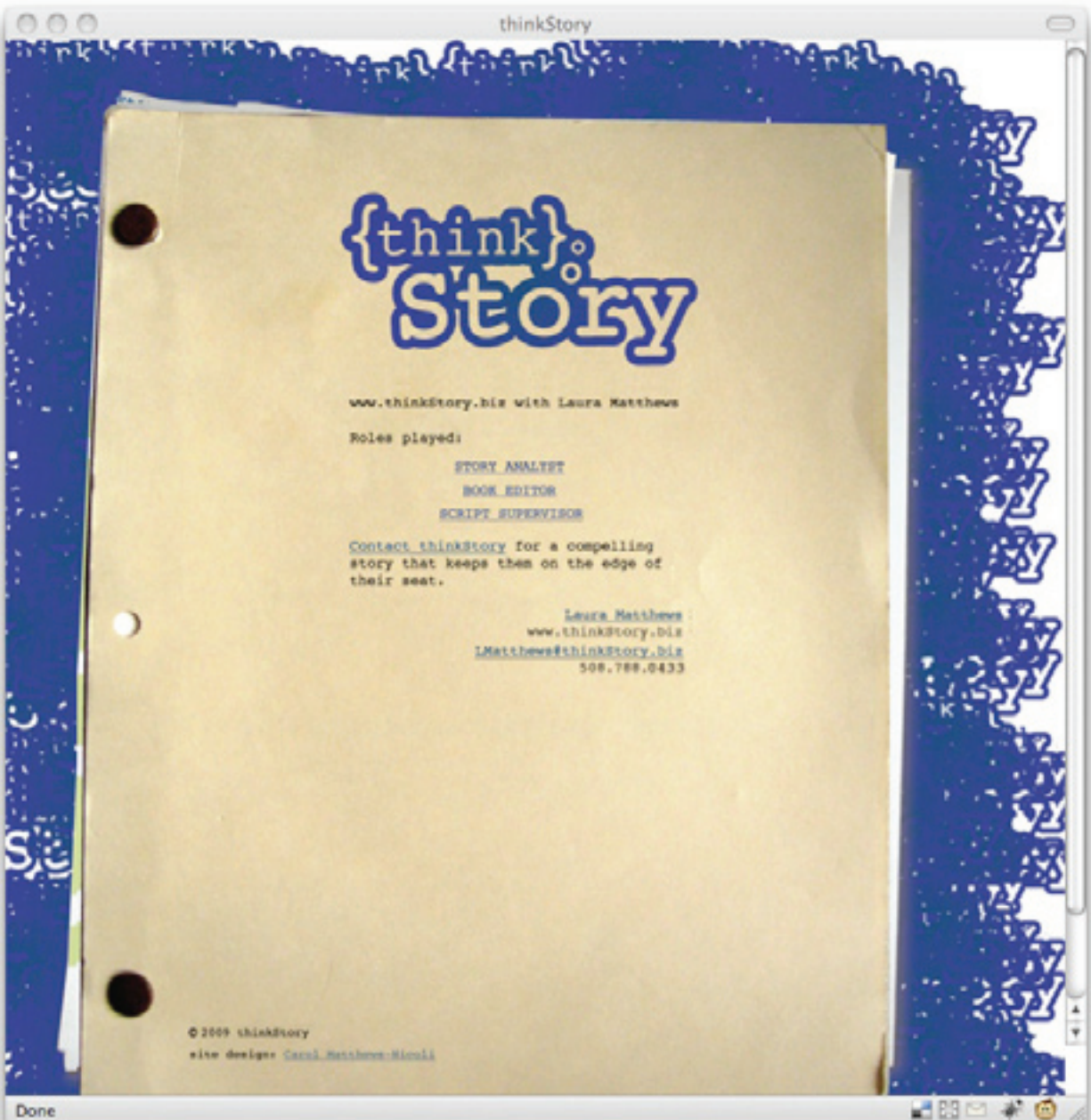
**think**: Story      {Think}: Story  
*think*: Story      {*think*}: Story

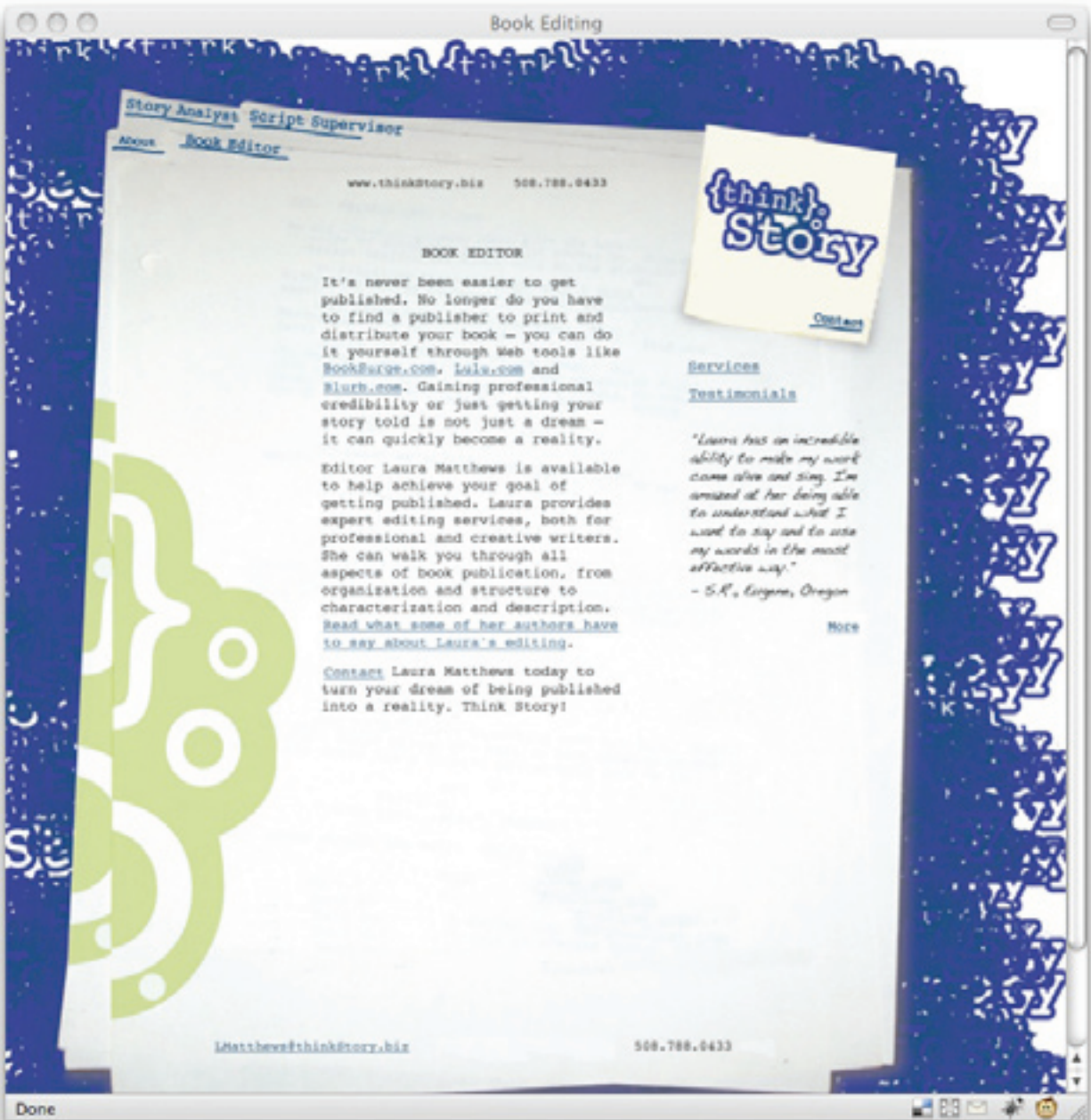
{think}: Story





thinkStory





## After Effects Final: Representing Past, Present, and Future as One

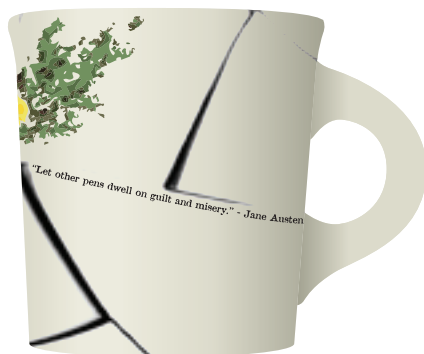


Final project for After Effects class: merge the past, present, and future into one piece. I chose to create a music video of the contents of a time capsule animating, ushering in the future. Teacher: Jon Santos

## Women Breaking the Mold: Dish ware



The concept of this dish ware is "Woman Breaking the Mold." These plates are a direct effort to fight the idea that "a woman's right place is in the kitchen." They are printed with cracks of shattered dishes and a flowering weed emerging, new hope taking root. Along the cracks are quotes from powerful women who have proven we are all more than dishwashers.



## The Seed Project: logo design



Logo Design for a social network connecting people through the act of growing seeds. Teacher: Rob Kimmel

Illustration: Tent Girl



Illustration done for advertising/concepts class.  
Teacher: Earl Carter

## Illustration Collage



| Illustration Collage. Color and Material study.

Thank You.

Carol Matthews-Nicoli

347.834.4174

matthews-nicoli.com

carol@matthews-nicoli.com