

Nicole Trolio

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ILLUSTRATOR • GRAPHIC DESIGNER • PRINT PRODUCTION ARTIST

CORE SKILL AREAS:

Original & Production
Artwork



Page Layout & Design



Visual Aid Graphics



Manual & Workbook
Formatting



Vector Illustrations



Packaging Design



Magazine Preparation



Newsprint Preparation



Workbook Illustrations



Photo-Realistic Illustration



Logo Design



Prepress File Preparation



Full-Figure Drawing



Pastel Drawing

CAREER PROFILE

Creative, diverse designer and artist with extensive experience in designing and developing a broad range of communications materials to meet business and program objectives of both internal and external customers. Experienced in interacting with clients, vendors, photographers, press operators and account executives. Additional skills:

- *Developing Marketing Material* — Able to translate concepts into well-designed communications by integrating brand assets including illustration, formatting, photography and typography. Extensive experience in developing brand material that provides a consistent, cohesive expression of the company brand.
- *Offering Creative Design Solutions* — Partner with clients to develop exciting and flexible marketing collateral that build brand awareness, promote product benefits, and in turn contribute to the success of our business. Balance the client's needs and vision with practical and cost-efficient design formats. Develop solutions that are inviting and also reflect the company's core values and mission.
- *Meeting Expectations* — Maintain consistent track record of fulfilling organizational goals. Accustomed to handling projects and tasks simultaneously while working within budget constraints in a driven, rapid revision environment.

Marketing Material & Product Design

- Alaska Airlines — Designed and produced **original vector artwork** for *Wheels Out Campaign* signage installed in all overhead baggage compartments in the fleet.
- Northwest Harvest — **Logo and original artwork** for *Pack the Plane* food drive. Created full-sized, full-color posters for outside posters and banners.
- Northern Bites — **Hawaii nut snack and food container band wrap** for the Alaska Airlines Catering Department. Designed and produced original artwork for products sold in association with the airline's buy-on-board food program.
- New Rattitude — **Posters, brochures, flyers and web graphics** to create adoption awareness campaign for *New Rattitude*, a non-profit organization dedicated to the rescue and care of homeless dogs.

Published Illustrations & Magazine Advertisements

- *Alaska Airlines, Inflight Magazine* — Illustrations and graphics indicating WiFi service located throughout the route map.
- *Travel Weekly Show Guide* — Alaska Airlines Vacations advertisement for the *Travel Weekly Leisure World 2011 & Home Based Travel Agent Show and Conference*.
- *Northwest Minority Supplier Development Council* — Recruitment advertisement for *2011 Business Conference & Opportunity Fair*.
- *2010 Annual Report* — Cover and graphics for the *Alaska Air Group*.
- *Alaska's World, Newspaper* — Miscellaneous illustrations and graphics. Monthly advertisement for the *Alaska Airlines/Horizon Air Credit Union*.

PROFESSIONAL EXPERIENCE

Graphic Designer: Alaska Airlines, Seattle, WA 2005-Present

Built distinguished record of achievement and extensive portfolio of work for all divisions within the Alaska Air Group. Conceives ideas and concepts to design and produce multifaceted communication materials in print, and other mediums for a variety of instructional, promotional, development, and recruitment projects. Highly experienced in developing brand material that provides a consistent, cohesive expression of the company brand. Extremely experienced in educating clients with cost effective design solutions and project time lines.

- Complete understanding of the full life cycle of printed collateral.
- Coordinates with internal customers, vendors, photographers, account executives, press operators, and print representatives.
- Successfully meets preflight requirements for multiple print vendors.
- Contributes to the editorial development of marketing collateral.
- Manages timelines, obtains estimates, and coordinates with press operator for project production.
- Advanced knowledge of current Adobe Creative Suite Applications.

Office Assistant: Publicis, Seattle, WA 2004-2005

Provided administrative support to executive and creative team. Extracted daily clippings from online and print sources. Designed graphics and layout for internal newsletter. Assisted executive assistants in daily office tasks.

New Business Account Executive: The Seattle Times Company, Seattle, WA, 2003-2004

Created flexible promotional programs for a wide variety of business clients in the greater Seattle area. Prospected, developed, and maintained unique customer base. Wrote and presented proposals and presentations. Negotiated and delivered business propositions. Assisted in implementing quarterly marketing goals and strategies. Made onsite and field presentations to prospective clients. Developed brochures, letters, direct mail, and sales literature. Maintained marketing database and organized prospecting information daily.

Account Manager: Residence Inn by Marriott, Lynnwood, WA, 2002-2003

Pursued new clients and managed current business relationships on a daily basis. Identified and negotiated with clients to secure base business. Utilized computer-tracking system to document business relationship progress. Organized public relation programs. Ensured facilities and audiovisual equipment are set up in accordance with requirements. Generated educational material regarding hotel services and amenities for referral sources. Prepared focus groups to determine areas of growth and implemented necessary changes.

EDUCATION

Lake Washington Technical College, Graphic Design with Print Emphasis, Kirkland, WA, 2004-2005

Thorough comprehension of: Adobe InDesign, Illustrator, Photoshop, Acrobat and QuarkExpress. Solid understanding of Microsoft Office. Able to work on both Mac and P.C. platforms.

Central Washington University, Marketing Education, Ellensburg, WA, 1999-2001

Bachelor of Science Degree in Marketing Education. Certified in Secondary Education. Graduated Cum Laud.

Edmonds Community College, Business Administration, Edmonds, WA, 1996-1998

Associate of Art and Science degree with an emphasis in Business Administration. Graduated with Honors.

Recurrent Training

School of Visual Concepts, Seattle, WA

Attended 5-week Classes; Adobe Illustrator CS4, Dreamweaver, and Writing for Designers and Marketers.

Key Contributions & Accomplishments

2010 Flywheel Winner — Alaska Airlines, Portland Initiative Team

2010 Sales Partnership Award — Alaska Airlines, Sales & Marketing Division

2009 Flywheel Winner — Alaska Airlines, Baggage Service Guarantee Project Team