

ZM Nishimura-Russ

EDUCATION

Tyler School of Art, Temple University
Bachelor of Fine Arts

EXPERIENCE

Senior Designer at Niche
Remote / Oct 2019 to Present

- Creating engaging insight driven creative ideas for campaigns that align with the b2b/b2c brand and marketing strategies
- Creating captivating assets for performance marketing campaigns, organic social media, email campaigns, landing pages and corporate documents
- Utilizing the Adobe Creative Suite, and Figma
- Designing landing pages for both web and app
- Responsible for conference assets such as booths, banners, brochures, and branded materials such as apparel, stickers, and accessories
- Collaboration with product designers, developers, illustrators, motion graphics designers, social media coordinators, digital/growth/email marketing coordinators, sales, and executive leadership
- Refining Niche's visual identity across all marketing and communications touch points
- Founder of the Niche Diversity Initiative to promote diversity in the Niche community and create an inclusive work environment for the growing company
- Current lead designer on the Direct Admissions program involving creative assets for digital and print

Junior Designer at United by Blue
Philadelphia / Jun 2018 to June 2019

Freelance Designer at Asia Digital MOJO
Tokyo, JP / Oct 2017 to Dec 2017

CONTACT

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PROGRAMS

Figma
Photoshop
Illustrator
Lightroom
Google suite
Wordpress
Marketo
Shopify
Asana
Braze
Slack

SKILLS

Brand strategy
Typography
Illustration
Marketing
Social media
Art direction
Team management
Web & app design
Market analysis
SaaS brand building
Pantone color