

PAIGE NAZINITSKY

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Education

Undergraduate:

Binghamton University,
State University of New York

Majors: Graphic Design
and Political Science

Minor: Russian Language
and Culture

Skills

InDesign | Illustrator
Photoshop | Adobe XD | Figma
Procreate | Microsoft Office
Sketch | Keynote | Social Media

Experience

Accenture

Canvas | November 2022 - Present

Creative Lead/Art Director Nov 2022 - Present

Canvas is Accenture's primary internal creative agency, which develops high-end creative work for major Accenture branded moments & top-tier business opportunities.

- Serves as a lead creative guiding the team through bespoke campaigns, concepts and collateral while maintaining Accenture's brand values, look & feel
- Drives concept messaging with copy writers and ensures brand positioning and messaging is carried through all concepts
- Manages visual designers and copy staff through the duration of the project
- Liase with CDs and clients directly about the work, partner with PMs to set timelines, project plans and expectations.
- Serves as a People Lead for Jr. VDs, manages and mentors career growth and represents them at performance decision time.
- Developed and leads inaugural Future Leaders Program which is creating alternate pathways to careers in design other than 4-year college degrees.

M+C POD | June 2018 - November 2022

The POD is an internal creative and story telling agency, which develops high-end creative work for top-tier client/business opportunities and major Accenture Initiatives.

Sr. Visual Designer Nov 2020 - Novemeber 2022

- Collaborates with a team of CDs, ACDs, Jr. designers and writers to ideate, pitch and execute work for a wide range of branded moments and business opportunities.
- Concepts, designs and executes though all stages of the work, including ideating & presenting concepts, creating bespoke opportunity branding, directing videos, and designing content. Ex: Digital (microsites, presentations) print (posters, leave-behinds, books) and experiential assets (videos, displays/fabrication, staging, experiences).
- Leads the design team on projects when needed, manages junior designers
- Co-hosts daily team standups for the wider POD team
- Developed the onboarding program for new hires and trained over 30 new creatives on our creative and process, including CDs & ACDs.

Visual Designer June 2018 - Nov 2020

- Collaborates with a team of CDs, ACDs, Jr. designers and writers to ideate, pitch and execute work for a wide range of branded moments and business opportunities.
- Concepts, designs and executes all stages of the work, from RFPs/RFSs to in-person client experiences. Responsibilities includes ideating & presenting concepts, creating bespoke opportunity branding and style guides, designing content, which includes digital (microsites, presentations) print (posters, leave-behinds, books) and experiential assets (videos, displays/fabrication, staging, experiences).

Universal McCann

Graphic Designer/Art Direction | November 2015 - June 2018, NY, NY

- Primary designer at UM's Coca-Cola Connections Studio designing graphics, mockups, digital banners/media, and presentations
- Also designed for additional accounts: J&J, Spotify, BMW, Hershey and H&M
- Ideated campaign and tactic concepts for original, branded and addressable content across 20 brands. Ex: Coca-Cola, Sprite, Powerade, Smart Water, Dasani & Minute Maid
- Art Directed, aggregated, and sourced assets for award submissions, sizzle reels, and work showcases, as well as managed creative assets for the entire team.
- Projected-managed & designed for the CCCS office renovations, which included designing all assets, and coordinated/scheduling with contractors, printers, and finance

Thomson Reuters

Graphic Designer | June 2014 - November 2015, NY, NY

- Created marketing collateral for the Finance and Risk divisions of Thomson Reuters including infographics, print and web ads, social media pieces, brochures, trade show displays, and other marketing collateral
- Designed for both print and digital while maintaining brand values and requirements.