

Nicole Smith

Senior Graphic Designer | Brand Identity, Typography & Campaign Design

New York, NY

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Portfolio: www.nicolesmithcreative.com

Professional Summary

Senior graphic designer with 8+ years of experience developing brand systems, campaigns and visual experiences across digital, social, web, print, presentations and events. Strong in typography, composition, visual hierarchy and image-making, with experience taking concepts from initial direction through production while maintaining a cohesive visual point of view. Multidisciplinary background spanning brand, campaign, editorial, motion, photography and digital design.

Professional Experience

Cohen & Gresser

Visual Design Coordinator | New York, NY

2026 – Present

- Lead visual design across marketing, business development and corporate communications, spanning social, email, web, presentations and events.
- Help evolve the firm's visual language through stronger color, imagery, typography, composition and content hierarchy.
- Developed a refreshed social media visual system with bolder creative direction, stronger imagery and more accessible color combinations.
- Design integrated webinar campaigns across social, paid media, event communications and short-form video.
- Contribute to the firm's website refresh, developing layouts, imagery and content hierarchy for a more cohesive digital experience.
- Build branded templates and visual systems that support consistency and efficient production across channels.
- Partner with leadership and cross-functional teams to develop concepts, present creative, incorporate feedback and manage projects through final production.

AEW Capital Management

Senior Designer / Assistant Vice President | Boston, MA & New York, NY

2018 – 2026

- Led visual design across brand, marketing, advertising and communications for a global real estate investment firm, spanning digital, social, print, presentations and events.
- Designed integrated campaigns and editorial content across email, social, paid LinkedIn, advertising, investor communications and large-scale events.
- Developed visual identities and creative systems for major initiatives, establishing standards across typography, layout, imagery and presentation.
- Served as a primary designer for a flagship brand initiative, carrying creative from concept and visual direction through production and rollout.
- Designed pitch books, fund presentations, offering materials and other high-visibility communications, translating complex information into clear visual narratives.
- Built scalable templates, visual standards and asset libraries that improved consistency across digital, social, paid and print applications.
- Partnered with marketing, investor relations, events and business teams to develop creative, manage projects and deliver polished work across multiple timelines and stakeholders.