

Nicole Lopez

Art Direction

Skills

Creative Concepting
Campaign Development
Visual Systems
Adobe Creative Suite
Figma
Content Capture
Video Editing
Generative AI
Bilingual (English & Spanish)

Recognition

- D&AD New Blood Wood Pencil, 2020
- National Silver Student ADDY – Interactive Social Media Campaign, 2021
- National Silver Student ADDY, 2021
- National ADDY Judges Choice Award, 2021
- Gold Student ADDY - Social Media Campaign, 2021
- Gold Student ADDY - Social Media, 2021
- Silver Student ADDY - Guerilla Marketing, Installations, and Event Campaign, 2021
- Silver Student ADDY - Special Event Materials, 2021
- Silver Student ADDY - Online Interactive Campaign, 2021
- Most Promising Multicultural Student, 2021
- MAIP Fellow, 2020 & 2021

Education

B.S. in Advertising
University of Florida
Gainesville, FL
2017 - 2021

Experience

Art Director

Mullenlowe US / June 2023 – present

- Concept integrated campaign platforms spanning TV, social, experiential, digital, and earned media for national brands.
- Partner closely with copywriters, strategists, designers, and creative leadership to develop ideas rooted in business strategy and cultural relevance.
- Translate insights into campaign systems that extend seamlessly across multiple channels while maintaining a cohesive visual identity.
- Present creative concepts to clients and internal leadership, refining work through feedback while championing the original creative vision.
- Art direct productions from pre-production through post, collaborating with photographers, directors, editors, motion designers, and production partners.
- Contribute social-first thinking and emerging platform expertise to campaigns for GEICO, KFC, Tropicana, Invesco, Aleve, Midol, Patrón, and Knorr.

Clients: GEICO, KFC, Tropicana, Invesco, Aleve, Midol, Patrón, Knorr

Art Director

Junior Art Director / Art Director

TBWA Chiat Day / September 2021 – June 2023

- Developed integrated campaign platforms across film, digital, experiential, and social for Nissan.
- Concepted and designed augmented reality experiences in collaboration with Snapchat, Meta, and TikTok.
- Developed for social campaigns, product launches, and live content capture.
- Collaborated with multidisciplinary teams to ensure campaign ideas translated consistently across channels.
- Helped shape visual storytelling for major automotive launches through digital experiences and branded content.

Client: Nissan

Art Direction Intern

co:collective / June - August 2021

- Concept and pitch ideas for brand campaigns
- Develop out of home summer campaigns that ran throughout New York City
- Design and develop AR filters for brands' summer campaigns

Client: Lightbox Jewelry, Genexa

Art Direction Intern

Butler, Shine, Stern & Partners / January 2021 – April 2021

- Concept ideas for integrated campaigns
- Execute digital and out of home designs for ongoing campaigns

Clients: Rao's, Noosa Yoghurt, Michelangelo's, Birchbenders, Blue Shield of California, and ESPN