



KENDALL NICHOLS graphic designer

EXPERIENCE

Graphic Designer

LAUREL MERCANTILE CO. // LAUREL, MS
APRIL 2023 TO PRESENT

- Manage design projects and campaigns from start to finish, including creating timelines, communicating with vendors, art direction, and in-store display production
- Create and manage identities for brands within Laurel Mercantile, including Scotsman, Scent Library, Big Ben's Blends, and more
- Design, prototype, and produce products to be sold in-store and online

Senior Designer

LOWE'S COMPANIES, INC. // CHARLOTTE, NC
NOVEMBER 2021 TO APRIL 2023

- Pushed boundaries on existing brand style guides to deliver designs that are fresh and modern
- Regularly presented work and articulated design point-of-view to directors and executive leadership
- Lead and collaborated with team members on projects to efficiently deliver creative solutions under tight deadlines on a daily basis

Creative Designer

LOWE'S COMPANIES, INC. // CHARLOTTE, NC
JULY 2019 TO OCTOBER 2021

- Executed campaigns with creative consistency, influencing email, social, web, digital display, TV and store signage for both DIY and Pro audiences
- Lead designer on Spring, Holiday, House of Curators, House of Style and more
- Key team member and design leader on the Lawn and Garden/Rural store signage redesign
- Brought strategic thinking to each project, fusing design with business goals

Graphic Designer

AUBURN UNIVERSITY STUDENT AFFAIRS // AUBURN, AL
FEBRUARY 2017 TO JUNE 2019

- Supported and ran creative processes and project management
- Worked directly with clients to create strategic and thoughtful projects
- Designed a variety of deliverables: social media, newspaper ads, publications, and print

SKILLS

PROGRAMS Adobe CC (Especially Illustrator, Indesign, Photoshop, AfterEffects and XD), Sketch, Figma
CREATIVE PROCESSES Briefing, research, communicating rough ideas, presenting work, receiving and responding to feedback, collaboration, efficiency and prioritization

EDUCATION

BACHELOR'S OF FINE ARTS IN GRAPHIC DESIGN // 2019
COLLEGE OF ARCHITECTURE, DESIGN, AND CONSTRUCTION, AUBURN UNIVERSITY