

**LAURIE NICKERSON**  
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## EXPERIENCE

**Insa** :: Senior Graphic Designer :: 2022 – Present

Insa is one of the leading cannabis brands in Massachusetts. I was brought on to the team to help translate the brand to other states with different regulations and requirements. I create campaigns for new product launches, promotions and events for Massachusetts, Pennsylvania and Florida. I work within the wholesale group to create B2B solutions to foster brand partnerships, and I design and update packaging systems for our numerous products.

**Puppet Pelts** :: Owner :: 2013 – 2023

Puppet Pelts is an e-commerce site selling hard-to-find textiles and supplies to professional puppet builders. I started the company in my small apartment and grew it to a 6,000 studio before selling the brand in 2023. Not only did I run the day-to-day of the business, I designed and maintained the website, social media and advertising efforts. A large part of the Puppet Pelts inventory is hand-dyed textiles which I custom dyed to specific Pantone colors for my clients. My clients ranged from theme parks, movie studios, puppet studios, and smaller puppet shops.

**b&p** :: Art Director :: 2012 – 2018

As an Art Director, it was my role to concept new ideas for ad campaigns across multiple platforms. Once a concept was established, I took it through final production either managing a television or photo shoot, or designing print or interactive solutions. I worked with my team to create stories and brand preference for our clients which included: Bellagio, Aria, Treasure Island, Aristocrat Gaming, UMC Medical Center, Southwest Medical, University of Nevada Las Vegas, and Nevada State Bank. Often these clients need unusual or unique solutions to build brand loyalty. On any given day I would be designing a pop-up invitation for a high-end poker tournament, or creating zombie showgirls for a promotional campaign for The Walking Dead Slot Game.

**Station Casinos** :: Designer :: 2011– 2012

Station Casinos owns 19 gaming properties in the Las Vegas area. They range from high-end to neighborhood gambling halls. I produced print collateral including advertisements, environmental signage, outdoor boards, posters and direct mail. I created brands for Pasta Cucina, Slices Pizzeria, and Ovation Theatre in addition to re-branding the Feast Buffet.

**American Casino & Entertainment Properties** :: Designer :: 2010 – 2011

ACEP is the company umbrella for multiple casino properties in Nevada including the Stratosphere. I worked on design, advertisements, digital media, promotions, direct mail, and installations.

**ATOMdesign** :: Art Director :: 2008 – 2009

ATOMdesign is product development company that does everything from design of the product, packaging, identity to advertising. In addition to creating award winning design pieces, I was the liaison between the clients and the company. I also oversaw print production and worked as a project manager.

**RR Partners** :: Art Director :: 2007 – 2008

Clients include: Cox Communications, Valley Metro, YMCA, National Bank of Arizona, Arizona Town Hall, and Cigna Medical Group. I was a hands-on Art Director and made many mock ups, models, and sketches.

## EDUCATION

Otis College of Art and Design  
Los Angeles, CA  
BFA Advertising Design  
May 2006

## SKILLS

Proficient in: Adobe Illustrator, Adobe Photoshop, Adobe Indesign, Canva, Art Directing Photoshoots/TV, Storyboarding, sketching, painting, illustration