

NICHOLAS TRAVAGLINI

Art Director | Digital Designer | Front-End Developer

Contact

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407.257.0999

Portfolio

www.nicholastravaglini.com

Expertise

- Art Direction
- Graphic Design
- UI Design
- Wireframing
- Prototyping
- Branding
- Landing Page Design
- Digital Campaigns
- Video Editing
- Front-End Development
- Front-End Debugging
- Responsive Design
- Web Design
- WordPress
- Joomla
- Typography
- Photography
- Photo Composites
- Portrait Retouching
- Exhibit Design
- Digital Layouts
- Logo Design
- Infographics

Profile

I'm an innovative and accomplished art director, digital designer, and front-end developer with a passion for creating hard-hitting digital campaigns and impactful websites. My background in art and photography, and my extensive experience in building responsive websites, allows me to bridge the gap between creative design and intelligent programming.

Education

Master of Arts in Mass Communication:
Web Design and Online Communication
University of Florida 2015

Bachelor of Arts: Art
Photography Specialization
University of Central Florida 2002

Experience

Mainframe Real Estate
Marketing + Brand Manager
September 2017 - May 2020

My task was to take the nascent marketing department and develop it into a full-fledged in-house creative advertising agency. The focus was to create high-quality designs and ensure the marketing adhered to the newly minted brand guidelines.

Key Achievements:

- Our annual ad campaigns feature the top ten agents and vivid visuals, which is unparalleled in the industry. Ad campaigns take months to develop, and I get to work as an art director on every step of the process from the concept, photoshoots, and graphic design and then switch to a marketer for the implementation.
- I designed the user interface for the information-heavy ABE Dashboard, which agents use throughout the selling process to store and transfer documents, order marketing and track their sales analytics. I created a visual hierarchy edited the number of menu items and designed custom branding for the ABE platform.

CONTINUED

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Coding

- HTML
- CSS
- SASS
- Javascript
- Bootstrap
- Foundation
- npm
- Git

Software

- Photoshop
- Illustrator
- InDesign
- Xd
- Figma
- Premiere Pro
- Lightroom
- Publisher
- Visual Studio Code
- MAMP
- Hootsuite
- Google Analytics

Social



DRIBBBLE
@thedigitalnick



TWITTER
@thedigitalnick



INSTAGRAM
@nickslookingglass



LINKEDIN
@thedigitalnick

Experience - Continued

Smart Panda Labs

Digital Content Specialist - January 2015 - September 2017

UX Design Intern - August 2014 - December 2014

I created digital content for optimization, testing, and marketing projects for websites, social media profiles, and email marketing campaigns to support multi-million dollar clients. I partnered with the analytics team to develop optimized landing pages with data-driven content in support A/B testing efforts by tracking micro-conversions on the visitor's path toward the primary conversion goal.

Key Achievements:

- Dramatically enhanced the website user experience for a luxury realty brand by optimizing their website using personalized content, effectively shortening the sales cycle, and driving customers to conversion.
- Partnered with the analytics team to develop optimized landing pages with data-driven content in support A/B testing efforts by tracking micro-conversions on the visitor's path toward the primary conversion goal.

Orlando Museum of Art

Graphic Design Intern - February 2014 - May 2014

Promoted the Museum's 90th Anniversary by creating impactful, innovative, and engaging graphic communications that publicized a variety of scheduled exhibitions and special events. Photographed key events to record notable Museum activities.

Key Achievements:

- Successfully collaborated in the full-scale design of branding and marketing materials for the inaugural The Florida Prize in Contemporary Art exhibit in recognition of Florida's most progressive artists.
- Created a lasting legacy of digital photography and imagery still being used in both print and online promotions.

The Sherwin-Williams Company

Operations Manager - June 2002 - April 2016

I oversaw the operational management of a \$2+ million corporate store and the professional development and daily performance of a diverse team of personnel. Successfully implemented a profitable annual sales plan.

Key Achievement:

- 5-time award recipient of the prestigious President's Club Award for exceeding yearly quotas.

Mainframe Real Estate

MainframeRE.com
407.513.4257
811 N. Orange Ave. Orlando, FL 32801



June 15, 2020

To Whom it May Concern,

It is my pleasure to write this recommendation letter for Nick Travaglini. When Nick joined as the Brand and Marketing Manager at Mainframe Real Estate, he did so at a time just after we rebranded and were in need of a massive amount of design and collateral development for the brand moving forward. Nick's eye for design and aesthetic is fantastic and he truly helped establish the brand that you see today.

There are times where Nick's skills really shined, such as the efforts he put into our first two ad campaigns, "Real Estate Can be a Jungle" and "Bold Moves, Bright Agents." Individually, both projects were a huge undertaking from an editing standpoint. His skills in Adobe Creative Suite shined through, and he completed very complex projects that took assets from various sources and combined them into a realistic and flawless composition.

Nick has always been great at taking directions and tasks, and making diligent notes to ensure that projects are done properly. I would highly recommend Nick Travaglini to any company that is looking to add a skilled designer and brand expert to their team.

Best Regards,

A handwritten signature in blue ink that reads "Sean Frank".

Sean Frank

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