



Nick Cobler | creative direction + design

Creative Hybrid with over 24 years of experience helping propel brands & creative for Fortune 500 and mid-market companies.

EXPERTISE

- Creative Direction
- Art Direction
- Web / Graphic Design
- Branding & Identity Design
- Advertising Design
- Digital Illustration
- Logo / Identity Design
- Digital Photography
- Social & Content Marketing
- UX / UI Design
- Infographic / Data Design
- Typography Design

EXPERIENCE

UX/UI DESIGNER *Soul Machines*

November 2020 - July 2022

www.soulmachines.com

I worked as a hybrid user experience/user interface designer with a global team of technologists to support the autonomous animation product of digital people.

VISUAL DESIGN CONSULTANT *ustwo*

October 2018 - January 2019

www.ustwo.com

I served as a visual designer within a diverse team of technologists that researched, recruited and experimented to create a suite of new digital products for a global healthcare brand.

ASSOCIATE CREATIVE DIRECTOR *InnerWorkings*

May 2016 - July 2018

www.www.hhglobal.com

As the on-site creative agency for PNC Bank, InnerOrange (a division of InnerWorkings) is responsible for the creation and execution of projects that support the various lines of business within the company.

CREATIVE DIRECTOR *Buzzhoney**

April 2015 - September 2015

www.buzzhoney.com

I was responsible for leading a team of copywriters, designers, animators, developers and photographers as we created unique visual strategies for clients and new business prospects. As a leader, I was involved with client presentations and charged with developing and building strong client relationships. Other duties included managing budgets, developing project timelines, and ensuring effective communication throughout the life of each project from start to finish.

*VISUAL DESIGN DIRECTOR (July 2011 – April 2015)

CREATIVE DIRECTOR *SnapRetail*

May 2010 - June 2011

www.snapretail.com

Led the creative efforts for Snap's suite of B2B software products, as they pertained to brand strategy, social marketing, content marketing, mobile marketing, search marketing, video marketing and web design.

CREATIVE DIRECTOR-DIGITAL *Mullen Lowe US*

November 1999 - November 2009

www.mullenloweus.com

Successfully led a team of developers and designers as we supported various Mullen initiatives for many high profile clients.

CLIENT HISTORY

B2C

American Eagle Outfitters
 Carnegie Science Center
 Danny's Bar & Grill
 Ference Electric
 Freschetta Pizza
 GetGo
 Giant Eagle
 GM
 Harry & David
 Hollywood Tans
 Howard Hanna
 Market District
 Philips
 Red Baron Pizza
 Schwebel's Baking Co.
 Sealy
 Sheetz
 Stearns & Foster
 XM Satellite Radio

TRAVEL + LEISURE

Carnival Cruise Lines
 Dette Fly Shop
 Dick's Sporting Goods
 Four Seasons
 Hyatt
 Millennium Partners
 Nicklaus Companies
 Outcast Anglers
 The Alleghenies
 Trout Unlimited
 Upper Canyon Outfitters

EDUCATION

Dartmouth
 Maryville University
 Point Park University
 University of Miami
 University of Pittsburgh
 Wheelock College

EDUCATION

ASSOCIATE DEGREE IN SPECIALIZED TECHNOLOGY
 Art Institute of Pittsburgh
 Design & Visual Communications, 1992 - 1994, Honors Graduate

B2B

Aethon
 Amtrak
 Centega
 General Electric
 Hyperactive Technologies
 Magnitude Software
 Manpower
 Matthews International
 Merkle/IMPAQT
 ModernHive Homes
 Nexstara
 Schmidt Consulting Group
 Tycom
 UPMC International
 Unisys
 Vonage
 Wood Promotion Network

HEALTHCARE

American Diabetes Association
 Center for Connected Medicine
 Highmark
 UPMC

FINANCIAL

JP Morgan Chase
 Federated Investors
 First Commonwealth Bank
 PNC Bank

ADVERTISING

Barkley REI
 Blink
 Brunner
 Field General
 Ronin
 Toddopolis
 ustwo
 Zap Solutions

PORTFOLIO & REFERENCES AVAILABLE UPON REQUEST