

Nicole Goodman

Senior Graphic Designer

Brand, Marketing & Creative Production

Profile

Creative leader with 15+ years of experience creating thoughtful, effective design for corporate brands, marketing teams and high-visibility initiatives. Experienced across print, digital, presentations, events, promotional products and branded environments, with a strong understanding of what it takes to move a project from an early idea through final production. Known for building strong working relationships, staying calm when priorities shift, and finding practical solutions that keep the work moving while protecting the brand.

Education

Texas Tech University | Aug. 2006 - May 2010
Bachelor of Fine Arts - Graphic Design

Cornell University | Oct. 2020 - Jan. 2021
Digital Photography Certificate

Skills

TECHNICAL

Adobe CC	Adobe Workfront
Mac OS	Digital Signage
Microsoft Office	Ceros
Asana	Microsoft Copilot
Monday	ChatGPT
Wrike	Generative AI

Awards

Teacher of the Year
2016-2017

3x 2023 GDUSA In-House Design Awards

- 2022 Sustainability Annual Report
- Powering the Permian Logo
- 2022 Recruitment Campaign

2023 GDUSA American Graphic Design Award

- Powering the Permian Logo

Contact

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Work Experience

GuideStone | Jul. 2025 - Present

Senior Graphic Designer

- Create 300+ branded print and digital assets annually, including brochures, presentations, advertising, infographics, forms and campaign materials for both internal and external audiences.
- Partner with marketing teams, business leaders and cross-functional stakeholders to turn complex information into clear, engaging visual communications.
- Maintain brand consistency across print, web, email and presentations while preparing production-ready artwork and coordinating with outside vendors.
- Use Microsoft Copilot and generative AI tools as part of the creative process to explore ideas, organize briefs and stakeholder feedback, streamline repetitive tasks and create more time for concept development and design.
- Manage a high volume of projects with varying timelines and priorities while maintaining quality and attention to detail.

Southern Glazer's Wine and Spirits | Aug. 2024 - Jul. 2025

Experience Graphic Designer

- Designed digital experiences and training programs for nationally recognized wine and spirits brands, balancing individual brand standards with clear, engaging visual storytelling.
- Worked closely with project teams during concept development and preproduction, creating mood boards, storyboards and project timelines.
- Developed and refined visual concepts, graphics and layouts across digital, web, print and branded materials.
- Collaborated with internal teams and clients to understand project goals, work through feedback and deliver creative solutions that met both business and brand needs.

Bell Helicopter | Dec. 2023 - Aug. 2024

Senior Graphic Designer

- Designed sales collateral, trade show and event materials, branded merchandise, large-scale environmental graphics, digital content, executive presentations and other brand communications supporting marketing and business initiatives.
- Partnered with marketing managers and stakeholders throughout the project lifecycle to establish requirements, gain alignment and move work efficiently through approvals and production.
- Managed print and production needs while working closely with agencies, printers, vendors and freelance partners to ensure final work met creative specifications and brand standards.
- Mentored teammates through concept development, print production and the creation of visual guidelines for new and ongoing marketing initiatives.
- Balanced multiple projects and stakeholders while keeping schedules, production requirements and final deliverables on track.

Work experience continued on page 2

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Work Experience Continued

Pioneer Natural Resources | Mar. 2018 - Sep. 2023

Design Manager and Creative Lead

- Served as the design manager and creative lead for Pioneer's high-visibility events, executive engagements, trade shows, awards, ceremonies and experiential marketing initiatives, creating everything from presentation and event graphics to large-scale branded environments.
- Led the company's branded merchandise and promotional product efforts, sourcing vendors, developing custom items and specialty giveaways, reviewing quotes and proofs, overseeing quality, and coordinating production and delivery from concept through completion.
- Helped shape and maintain Pioneer's visual brand across corporate communications, marketing and employee-facing initiatives.
- Designed work across print, digital, social media, email, digital signage and web. Supported senior leadership with executive presentation design, including Pioneer's quarterly earnings presentations.
- Partnered with an outside vendor to develop and launch a company-wide branded merchandise store.
- Managed designers along with outside contractors while continuing to lead and execute high-priority creative work.
- Built strong relationships across the organization and with external partners to solve problems, protect the brand and keep complex projects moving.

BRJ Career and Tech High School | Aug. 2014 - Mar. 2018

Graphic Design Teacher

Servitas | Apr. 2014 - Aug. 2014

Senior Graphic Designer

Ivie | Oct. 2013 - Apr. 2014

Senior Graphic Designer

ClubCorp | Sep. 2010 - Oct. 2013

Graphic Designer