

Nicole Goodman

Creative Designer

Education

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

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

Skills

TECHNICAL

Adobe CC
Mac OS
Microsoft Office
Asana
Monday
Adobe Workfront
Digital Signage
Articulate Rise
Ceros

PROFESSIONAL

Problem Solver
Team Leader
Organizational Wiz
Relationship Manager
Exceptional Collaborator

Awards

Teacher of the Year
2016-2017

3X - 2023 GDUSA Inhouse Design Award

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

2023 GDUSA American Graphic Design Awards

- Powering the Permian Logo

Contact

ngoodmandesign.com

ngoodmandesign@gmail.com

214.402.2952

Work Experience

GuideStone | July 2025 - Present

Senior Graphic Designer

- Produce 300+ branded print and digital assets annually, including brochures, presentations, ads, infographics, forms and campaign materials for internal and external audiences.
- Manage multiple concurrent design projects from concept through delivery, meeting deadline-driven schedules while ensuring brand accuracy, quality and production readiness.
- Collaborate with cross-functional stakeholders across marketing and business units to turn complex content into clear, visually engaging communications.
- Apply stakeholder feedback, audience insights and performance data to improve creative effectiveness, engagement and brand perception.
- Protect brand consistency across print, web, email and presentation channels by maintaining visual standards, preparing production-ready files and coordinating with vendors.

Southern Glazer's Wine and Spirits | August 2024 - July 2025

Experience Graphic Designer

- Design, develop, and implement training programs for some of the world's largest wine and spirit brands, ensuring that each program communicates the correct content and maintains consistent brand identity. Leverage trending design principles and utilize the Adobe Creative Suite to create visually engaging digital assets that elevate each brand's presence and deliver a high-quality learning experience.
- Assist with content development and preproduction activities, including creating mood boards, storyboards, and establishing project timelines.
- Create and refine interactive visual concepts, graphics, and layouts for products, logos, print, web, and other materials, ensuring alignment with client needs.

Bell Helicopter | Dec. 2023 - August 2024

Senior Graphic Designer

- Revamp sales collateral, craft materials for events and tradeshow, develop engaging digital content, design executive presentations, create brand-centric visuals, and manage content and print production for effective brand campaigns and marketing initiatives.
- Partner with internal marketing managers to identify and manage stakeholders throughout the project process, helping gain alignment and necessary approvals on technical, business and marketing requirements.
- Provide mentorship to teammates throughout the design process, including concept development, print production and formulating creative guidelines for new and on-going marketing initiatives.
- Cultivate strong relationships and collaborate with agency partners, print vendors and freelancers to ensure all design work adheres to creative specs and brand.

Work experience continued on page 2

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Work Experience Continued

Pioneer Natural Resources | Mar. 2018 - Sept. 2023

Senior Graphic Designer

- Responsible for the creation of Pioneer's brand identity.
- Design compelling graphics for various platforms including social media, digital screens, email platforms, promotional items, print and web.
- Support senior leadership with presentation design, including the design of the quarterly earnings release presentation.
- Collaborated with an outside vendor to create a new company-wide store.
- Work closely with outside vendors on branding and graphic functionality, promotional items and print products.
- Manage a full-time designer and team of contractors.

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

Graphic Design Teacher

- Taught Intro to Graphic Design, Advanced Graphic Design and Practicum of Graphic Design to 9-12 graders.
- Created and managed the districts first student-run print shop that was open to clients within the district and community.
- Provided advanced learning opportunities through project based learning, graphic design club and field trips for real-world learning.

Servitas | Apr. 2014 - Aug. 2014

Senior Graphic Designer

- Created graphics and marketing materials for all of Servitas' college apartments and dorms.
- Designed new business proposals.
- Art directed photo shoots.
- Designed and maintained property websites.

Ivie | Oct. 2013 - Apr. 2014

Senior Graphic Designer

- Successfully managed and designed projects from concept through completion for multiple Fortune 500 companies.
- Partnered with writers, creative directors, art directors, designers, project managers and developers.
- Motivated and directed designers and production teams.

ClubCorp | Sept. 2010 - Oct. 2013

Graphic Designer

- Designed graphics for various platforms including social media, email platforms, print and web.
- Assisted with planning and executing photo shoots.
- Maintained constant communication between more than 35 country clubs, human resources and the corporate office in order to keep branding consistent.
- Managed a high volume of projects daily from start to finish.