

Nicole Goodman

Graphic 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
Digital Signage

PROFESSIONAL

Problem Solver
Team Leader
Organizational Wiz
Relationship Manager
Exceptional Collaborator

ARTISTIC

Photography
Screen printing
Party planning

PASSIONS

Traveling
Cooking
Sports

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

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214.402.2952

Work Experience

Bell Helicopter | Dec. 2023 - Present

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.

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 district's 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

Ivie | Oct. 2013 - Apr. 2014

Senior Graphic Designer

ClubCorp | Sept. 2010 - Oct. 2013

Graphic Designer