

NICOLE WELCH

Senior Art Director | Associate Creative Director | Creative Lead

Hubbardston, MA (Remote) | nicolewelchstudio.com | hello@nicolewelchstudio.com |

linkedin.com/in/nicolewelchstudio

PROFESSIONAL SUMMARY

Senior Art Director with 15+ years of experience leading editorial, educational, and brand design initiatives for nationally recognized publishers and education companies. Expertise in art direction, creative leadership, educational publishing, visual systems, curriculum design, typography, illustrator management, and print/digital production. Proven success leading redesign initiatives, mentoring creative teams, and developing content used by millions of students and readers nationwide.

CORE COMPETENCIES

Art Direction • Creative Leadership • Editorial Design • Educational Publishing • Curriculum Design • Visual Systems • Typography • Brand Design • Adobe Creative Suite • Figma • UX/UI • AI-Assisted Design • Accessibility Standards • Print & Digital Production • Project Management

PROFESSIONAL EXPERIENCE

CURRICULUM ASSOCIATES | Senior Art Director (Contract) | Jan 2024 – Dec 2025

- Led visual direction for the final development of the Magnetic Literacy program across print and digital learning products.
- Built scalable design systems and visual standards across multi-component curriculum products.
- Collaborated with curriculum specialists, editors, product managers, and production teams.
- Developed instructional assets supporting literacy outcomes for a nationally distributed program.
- Ensured consistency, accessibility, and quality across complex educational materials.

SCHOLASTIC INC. | Art Director (Contract) | Jan 2023 – Oct 2024

- Directed design for classroom magazines, decodable readers, and literacy materials reaching millions of students.
- Led culturally responsive bilingual publishing initiatives including 30+ English and Haitian Creole titles.
- Partnered with editorial, production, and educational teams to develop engaging classroom resources.
- Managed multiple projects simultaneously while maintaining high design and production standards.

CRICKET MEDIA | Senior Art Director | Oct 2012 – Feb 2024

- Led art direction for award-winning publications including MUSE, DIG, ODYSSEY, FACES, and CALLIOPE.
- Directed freelance illustrators, photographers, writers, and designers from concept through final production.
- Developed covers, feature packages, infographics, recurring departments, and educational storytelling systems.
- Led publication redesign initiatives that increased reader engagement by 15%.
- Managed visual consistency across multiple magazine brands and age groups.
- Art directed original illustration programs and commissioned artists for editorial features.

- Collaborated with editors on feature planning, story development, and audience engagement strategies.
- Produced print and digital content for national audiences of students, educators, and families.

MORRIS COMMUNICATIONS | Production Artist → Senior Graphic Designer → Art Director / Editor | 2005 – 2012

Alaska Magazine | Senior Graphic Designer | Jan 2010 – Oct 2012

- Designed editorial layouts, feature stories, departments, and covers for a premier regional lifestyle publication.
- Collaborated on flatplanning, photo-driven storytelling, and visual pacing across print issues.
- Produced content for a high-end subscription audience and tourism market.

HYP Digital Magazine | Art Director / Editor | Jul 2009 – Oct 2012

- Directed visual design and editorial presentation for an early digital magazine platform.
- Created responsive layouts, interactive editorial experiences, and digital content systems.
- Managed online publishing assets and digital audience engagement initiatives.

Horseman's Yankee Pedlar / Equine Journal | Designer

- Advanced from Production Artist to designing feature spreads and editorial layouts for a 180+ page publication.
- Supported publication merger initiatives and unified visual systems across brands.
- Managed website updates, newsletters, and ongoing digital publishing assets.
- Converted an initial consulting engagement into a full-time role based on creative and production performance.

EDUCATION

Fitchburg State University — B.S. Communications / Media

CONTINUING EDUCATION | California Institute of the Arts (CalArts) | Dec 2025 – Present

- Completing advanced coursework in UX/UI Design, AI-Assisted Design, Graphic Design & Visual Communication, Video Production, Digital Advertising, Agile Project Management, and Leadership Development.
- Building expertise in Figma, Sketch, Miro, Adobe Premiere Pro, Midjourney, Adobe Firefly, and AI-assisted creative workflows.
- Developing portfolio case studies focused on editorial design, educational publishing, digital experiences, and emerging creative technologies.
- Continuing professional development in user experience, multimedia storytelling, collaborative workflows, and creative leadership.

CAREER HIGHLIGHTS

- 15+ years of professional design and art direction experience.
- Award-winning editorial and educational publishing work.
- Led publication redesigns and scalable visual systems.
- Managed illustrators, photographers, and creative teams.
- Creative work used by millions of students and readers nationwide.