

NICOLE WELCH

Senior Art Director | Associate Creative Director | Creative Lead

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PROFESSIONAL SUMMARY

Senior Art Director with 15+ years of experience leading editorial, educational, and brand design initiatives for nationally recognized publishers and education companies. Proven ability to build scalable visual systems, direct cross-functional teams, and deliver award-winning creative across print and digital platforms.

CORE COMPETENCIES

Art Direction • Creative Leadership • Editorial Design • Educational Publishing • Curriculum Design • Typography • Visual Systems • Brand Design • Illustration Commissioning • Photo Art Direction • Print Production • Accessibility Standards • Adobe Creative Suite • Figma • Keynote • AI-Assisted Creative Workflows

PROFESSIONAL DEVELOPMENT

Recently recertified in Graphic Design and continuing professional development in AI-assisted design workflows, UX/UI design, digital production, multimedia storytelling, and project management.

PROFESSIONAL EXPERIENCE

Senior Art Director (Contract) | Curriculum Associates | Jan 2024 – Dec 2025

- Led visual direction for the final development of the Magnetic Literacy program across print and digital materials.
- Built scalable design systems and visual standards to ensure consistency across multi-component curriculum products.
- Collaborated with editorial, product, and production teams to deliver accessible educational materials.
- Supported the launch of a nationally distributed literacy program used by millions of students.

Art Director (Contract) | Scholastic Inc. | Jan 2023 – Oct 2024

- Directed the design of classroom magazines, decodable readers, and literacy materials reaching millions of students.
- Established typography and layout systems to improve readability for emerging readers.
- Art directed photography, illustration, and editorial design across print and digital products.
- Led culturally responsive bilingual collections, including 30+ English and Haitian Creole titles.

Senior Art Director | Cricket Media | Oct 2012 – Feb 2024

- Led art direction for award-winning publications including MUSE, DIG, ODYSSEY, FACES, and CALLIOPE.
- Managed and mentored a team of designers while maintaining high creative standards.
- Directed a global network of freelance illustrators and photographers.
- Oversaw concept development through prepress production.
- Increased reader engagement by 15% following major redesign initiatives.

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

- Designed features, departments, and covers for a premier regional lifestyle publication.
- Collaborated with editorial leadership on visual pacing, flatplanning, and photo-driven storytelling.

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

- Created responsive layouts and interactive editorial experiences for an early digital publication.

Earlier Experience | Various Design Roles | 2002 – 2012

- Progressive roles in editorial design, production, and visual communications across agencies and publishing houses.

EDUCATION

Fitchburg State University — B.S. Communications / Media

CAREER HIGHLIGHTS

- 15+ years of professional design and art direction experience
- Award-winning publications and redesigns
- 15% increase in reader engagement following major redesign initiatives
- Creative work used by millions of students and readers nationwide