

Nick Serianni

Graphic Designer | Design Leader

Bellingham, WA

(712) 749-9267

nick@seriannidesign.com

Portfolio: <https://dribbble.com/Serianni>

LinkedIn: <https://www.linkedin.com/in/serianni>

Website: <http://nickserianni.com>

Professional Summary

Graphic Designer and Design Leader with 17+ years of experience in the field of branding, corporate identity, merchandise design, marketing, apparel, and photography. Skilled in leading cross-functional teams, optimizing department workflows, and developing effective designs for local, national, and global brands. Expertise in Adobe Creative Suite, print and digital design, product and lifestyle photography, and apparel and merchandise production.

Core Skills

- **Adobe Creative Suite Expertise** - Photoshop, Illustrator, InDesign, Lightroom.
- **Creative Direction & Team Leadership** - Overseeing teams, project workflows, and art direction.
- **Branding & Identity Design** - Crafting logos, brand systems, and visual guidelines.
- **Apparel & Merchandise Design** - Designing for apparel, headwear, cut & sew, and retail products.
- **Photography & Image Editing** - Product photography, retouching, and visual curation.
- **Pre-Press & Print Production** - Print accuracy, color management, and production quality.
- **Digital & Print Marketing Design** - Creating assets for social media, advertising, and web.
- **Project & Workflow Management** - Streamlining creative operations, budgets, and timelines.
- **Marketing Strategy & Visual Storytelling** - Aligning creative assets with brand goals.
- **Collaboration & Client Relations** - Working with different teams, stakeholders, and agencies.

Professional Experience

Senior Graphic Designer | Visual Designer

[RAWMEN](#) | [ANIMAL LLC](#)

2021 - 2025

- Developed and managed design aesthetics across projects.
- Designed marketing assets for social platforms and digital storefronts.
- Created UI/UX assets for game interfaces, ensuring seamless user experiences.
- Maintained and updated branding guidelines for multiple projects.

Senior Graphic Designer, Marketing | Project Manager

[Microsoft](#)

2021 - 2021

- Directed the creation of marketing assets for Microsoft Rewards and MSN programs, adhering to strict brand guidelines.
- Partnered with international teams to localize designs for diverse markets.
- Led recurring projects to improve user engagement and growth metrics.
- Acted as a subject matter expert for design and marketing strategies across multiple segments.

Graphic Design Lead

Brist Mfg.

2017 - 2021

- Provided creative direction for national and global clients, including Alienware, Google X, and Boston Beer Co.
- Led and mentored a team of 6+ designers, fostering innovation and collaboration.
- Improved workflows, optimized resources, and streamlined the design process.
- Ensured quality control throughout production, delivering print-ready designs.
- Intimately knowing all processes related to screenprint, embroidery, and custom cut & sew manufacturing

Design & Marketing Director

Thirteen Systems

2021 - Present

- Designed branding and merchandise, sourcing production for both soft and hard goods.
- Managed Shopify site design, product photography, and social media strategy.
- Developed marketing materials to boost brand visibility and engagement.
- Photograph and edit product and lifestyle photos for use on social media and web store
- Embroidery, Print, and Cut & Sew Manufacturing

Senior Graphic Designer | Production Designer

Color-ize, Inc.

2015 - 2016

- Conducted client meetings to define project objectives and design strategies.
- Managed in-house and outsourced production for print projects.
- Delivered creative solutions in marketing and branding campaigns.

Freelance Designer & Creative Director

Serianni Design

2007 - Present

- Designed brand identities, logos, and marketing materials for diverse clients.
- Developed apparel designs for influencers like Linus Tech Tips.
- Specializing in product curation and marketing strategy.

Education

Buena Vista University, Storm Lake, IA

Graphic Design (2009 - 2010)

Iowa Central Community College, Fort Dodge, IA

Graphic Design (2007 - 2009)

Interests

- Gaming and Technology
- Photography
- Animation/Film
- Hiking
- Overlanding