

## Nicholas Jackson | Creative Director

Nicholas Jackson is a Creative Director living in Brooklyn. His work is concentrated in branded content, interactive design, advertising and branding. His extreme passion for design helps drive his passion for creating exciting new interactive experiences across digital and print. Nick was a Boston native before moving to New York in 2014. Over his career Nick has worked with clients such as Philips, GE and Shell and worked for companies such as Sapient Nitro, The New York Times, Fidelity Investments and The Washington Post.

### WASHINGTON POST

**Wp Brandstudio**  
Creative Director  
06.16 - Current

Building and running the branded content studio at The Washington Post. Developing the direction and branding of the studio, creating products to bring to market, pitching to clients and answering RFPs, overseeing the build of each execution of each live project. Managing a team of 7 working across pre-sale and post-sale, creating strategies and answering RFPs.

Working closely with Ad innovation to create tech driven ad products to promote the brand studios work.

Lead an innovation team that creates and tests in house projects before bringing to market – such as augmented reality, virtual reality, 360 videos, and AI.

### THE NEW YORK TIMES

**T Brand Studio**  
Sr. Art Director  
10.14 - 04.16

Building and managing the branded content design team at The New York Times. While managing a team of 6 designers, we focused across pre-sale and post-sale. Working closely with editor to create strategies during our pre-sale process, and leading the charge with the post-sale side.

Working closely with clients and their agencies during the post-sale process to create interactive articles that supported each KIP.

### THE WALL STREET JOURNAL

Sr. Art Director  
07.14 - 09.14

Consulting in the creation of application design, newsletter templet structures, and core site templates

Art Director and designer on projects including a newsletter redesign, as well as assisting the creative director on application and web redesigns.

## **FIDELITY INVESTMENTS**

Art Director  
06.13 - 07.14t

Leading branding initiatives, developing interactive media and advertising campaigns

Leading roles on re-branding the internal HR structure of Fidelity, while art directing interactive projects for campaigns.

## **SAPIENT NITRO**

Art Director  
01.12 - 06.13

Designed, directed and created systems for building large scale online platforms

Designed large scale e-commerce product site for large b2b tech companies, as well as building documentation for further implementation and site construction. Designed and worked with Philips to create the new Philips healthcare site.

## **AWARDS**

---

### **MIN AWARD**

#### **Capturing the energy of the city**

Canon | Washington Post's WP Brandstudio  
Best piece of native advertising  
Role – Creative Director

### **MIN AWARD**

#### **A Lifeline For Disadvantaged Communities**

Bank of America | Washington Post's WP BrandStudio  
Best piece of custom content  
Role – Creative Director

### **4X DOT COMM AWARDS**

#### **Responsible growth series**

Bank of America | Washington Post's WP BrandStudio  
Best microsite | best digital branding | best infographic |  
best interactive branded experience  
Role – Creative Director

### **2X DOT COMM AWARDS**

#### **Empathy by design**

Cleveland Clinic | Washington Post's WP BrandStudio  
360-degree experience | Content strategy  
Role – Creative Director

## **SKILLS**

---

Creative Direction | Art Direction | Team Leading | Content Strategy  
Pre-Sale and RFP | Post Sale Execution | Client Exercises | Advertising  
Branding Interactive Design | Responsive Design | Photography | Typography  
Augmented Reality | 360 Video | Virtual Reality | Video | Video editing