

Nicholas Jackson | Creative Director

Nicholas Jackson is a Creative Director living in Brooklyn. His work is concentrated in branded content, interactive design, e-commerce, branding, storytelling, product, print and video, with lots of experience hiring, managing and scaling teams of creatives. Nicholas enjoys working closely with and pitching to clients, all while being hands on and taking on projects all of his own. Some of the clients he has worked with include Philips, GE and Shell - and has 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 - 10.17

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 user targeted 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 and hiring the creative and 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

Freelance Sr. Art Director
07.14 - 09.14

Consulting in the creation of application design, newsletter template 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