

Nicholas Jackson

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 and Fidelity Investments and The Washington Post.

WP BrandStudio The Washington Post

Creative Director
of Branded Content

*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.

T Brand Studio The New York Times

Sr. Art Director

*Building and running the branded content studio at
The New York Times*

Focusing on branded content – pre and post sale, white label design, T Brand Studio branding, team management and studio strategy.

The Wall Street Journal

Sr. Art Director

*Updating and create interfaces in the WSJ applications
and online*

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

*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

*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.

Skills

Creative Direction
Art Direction
Team Leading
Content Strategy
Marketing Strategy
Media Plan Building
Pre Sale and RFP
Post Sale Execution
Client Exercises
Advertising
Branding
Interactive Design
Responsive Design
Analytical Thinking
Photography
Typography