

# NICHOLAS VISSICHELLI

**Creative Director + Designer**

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516.448.0007



## Education

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### NYU

**Bachelor of Science**

Studio Art

Communications

Business

## Skills

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Brand Design

Packaging Design

Concepting,  
Art Directing

Brand Identity,  
Messaging + Positioning  
and Guidelines

Project Management

UX

Adobe CS

Figma

Procreate

MS Office

Basecamp, Asana

Painting, Illustration

**Portfolio available  
upon request**

## Experience

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### Dia & Co

**Creative Director** Feb-Aug 2022

Managed a creative team consisting of designers, copy writers and project manager to create assets to support a plus size, fashion e-commerce experience featuring over 200 brands (Madewell, 11 Honoré, Vince Comuto, Good American, etc).

Created a refreshed visual identity to modernize and simplify the Dia & Co brand and align the design system with new business objectives. Work included Dia.com, digital marketing and social touch-points.

### OXO

**Design Director** 2018-2022

Managed teams of designers to develop end-to-end, on-time creative solutions to support a 2,250+ product portfolio in physical and digital market places.

Lead and collaborated with marketing, product and sales teams to concept, direct and execute campaigns supporting product launches and seasonal content.

Worked with creative and brand teams to refresh and define the brand identity for the core OXO brand and main product lines. Work included packaging design, digital design, photography, copy-writing and other marketing touch-points.

Developed a digital platform on OXO.com with the product team to globally deploy brand guidelines to partners, retailers and distributors to ensure brand consistency.

Managed a team of 16 (art directors, designers, copy writers, photographers, project managers) to update 550+ packages and e-commerce assets.

**Senior Graphic Designer** 2008-2018

Created award-winning packaging design and systems for products and line extensions of various die-lines and configurations from concept to production.

Concepted/art-directed photography highlighting OXO's unique product design.

### 1 Ticket 1 Tree

**Founding Partner, Creative Director** 2021

Developed brand visual identity, positioning and business strategy to educate and guide large venue and ticketing corporations to meet their ESG needs.

### NV Studio

**Founder** 2012-present

Collaborate with brands and clients to create experiential design and artwork.

**Clients:** W&P, Bormioli, Chef Amanda Freitag, Effy, The Othrs Productions, Poplar, Wonder Workshop, Kelly K Diamonds, Tom + Drew Clothing, Northwell Health, Hollow Nickel LLC, Orbel Health, 50 Cent, Whitman's NY