



NICOLE PATRICOLA

graphic designer

CONTACT

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SKILLS

- Adobe Creative Suite
- Photoshop
- Illustrator
- InDesign
- Packaging
- Print Materials
- Typography / Logos
- Digital Creative
- Premier Pro
- Wrike Project Mgmt

AWARDS

The RX Club

2010 & 2011

NJ Advertising Club

2010 & 2011

EDUCATION

B.A., Communication Design

Monmouth University, NJ

PROFILE

Graphic designer with extensive experience across branding, packaging, print, digital marketing, eCommerce, and integrated campaign design. Skilled at translating creative strategy into cohesive visual communication across multiple platforms, with a strong eye for typography, layout, and brand consistency. Equally comfortable collaborating cross-functionally and working independently in fast-paced environments, managing projects from concept through final production with strong attention to detail and organization.

WORK EXPERIENCE

Graphic Designer

Gildan Activewear, Inc., Charleston, SC / 2013-2026

Responsible for devising successful solutions to visual marketing objectives along with full execution of package design across multiple product categories and packaging structures. Other responsibilities include product photography and art directing large-scale photoshoots, creating or updating brand identities, promotional/event materials and displays, as well as designing for digital and social media, eCommerce platforms.

Art Director

DRLathian, Shrewsbury, NJ / 2002-2012

Developed creative campaigns for pharmaceutical, biotech, and device industry clients. Projects range from digital, dimensional direct mail, new product launch, and package design to both consumer and physician for clients such as, Johnson & Johnson, Pfizer, Novartis, Bayer, and OrthoNeutrogena.

Accomplishments

- Senior designer supporting Peds rebrand, "Comfort to be You," across brand guidelines, packaging, web and Figma assets, and e-commerce content (Salsify) for Target, Walmart and Amazon. Played a key role in a \$4.6M Peds expansion opportunity by executing packaging, email campaigns, lifestyle photography, and brand store updates.
- Supported creative asset development and packaging for an \$84M Gildan Men's Underwear program launch at Walmart.
- Led website design refresh for Goldtoe, driving visual redesign and aligning digital experience with updated brand identity across eCommerce channels; also designed packaging and supporting digital assets.
- Managed creative project workflows and cross-functional marketing deliverables using Wrike, improving on-time project completion by 15%.
- Designed a successful consumer patient kit for ACUVUE Brand Contact Lenses, "Spring into Colors", displayed in doctor offices.
- Re-branded AXERT, a migraine prescription from Janssen Pharmaceuticals, Inc. The award-winning campaign successfully developed an advertising campaign to raise awareness for their adolescent indication.