

ZM NISHIMURA-RUSS

EDUCATION

Tyler School of Art, Temple University
Graphic and Interactive Design

WORK

Niche

Pittsburgh, PA / Oct 2019 to Present

Senior Designer

Responsible for all digital and print design tasks and projects across all departments: B2B, B2C, Brand Marketing, Sales, Digital Marketing, and Executive. Utilizing the Adobe Creative Suite, Figma, Marketo, Shopify, and Digio. Creating all social media creatives across Instagram, LinkedIn, Facebook, email, and the Niche Blog. Webpage design and construction for the Niche platform. Responsible for conference materials such as large scale banners, and brochures, and branded materials such as apparel, stickers, and accessories. Photographer for branded merchandise used across Niche platform and social media. Collaboration with product designers, illustrators, motion graphics designers, social media coordinators, digital marketing coordinators, sales reps and brand marketing director. Strategizing brand plays such as campaigns, giveaways, scholarships, and ambassador relations. Founder of the Niche Diversity Initiative to promote diversity in the Niche community and create an inclusive work environment for the growing company.

United by Blue

Philadelphia, PA / Jun 2018 to June 2019

Junior Designer

Asian Digital MOJO

Tokyo, JP / Oct 2017 to Dec 2017

Freelance Designer

Working professionally alongside native teammates,
capable of speaking in formal Japanese.

CONTACT

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PROGRAMS

Photoshop

Illustrator

InDesign

Lightroom

Instagram

TikTok

Wordpress

Figma

Marketo

Shopify

Asana

MEDIUMS

Illustration

Photography

Photo Editing

Handlettering

Publication

Printmaking

Textiles

PMS/TCX Color

SKILLS

Art Direction

Team Management

Project Management

Brand Strategy

Market Analysis

SaaS Brand Building

Project Budgeting