



NIKKI KELLER

Brand & Creative Lead

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“ Passionate about brand storytelling & digital design, I combine creativity with strategy to craft visual experiences that engage audiences & strengthen brand presence. Thriving in collaborative, fast-paced environments has strengthened my adaptability, clear communication & ability to deliver high-impact work on tight timelines.

Work Experience

Graphic Designer & Marketing Lead - Spotlight Events Sept 2024 - Feb 2026

Led design & marketing for multiple lifestyle & consumer-facing brands, developing cohesive visual systems that translated brand messaging into engaging digital experiences.

- Developed & executed tailored marketing strategies across social, digital & print channels, designing campaign visuals optimized for engagement across multiple platforms.
- Designed high-impact brand identities & cross-platform assets across social media, web, print, video, paid ads & email, ensuring cohesive storytelling across all touch points.
- Partnered with clients & internal teams to define creative direction, analyze campaign performance insights & refine visual assets to strengthen clarity, accessibility & engagement.
- Managed multiple fast-paced projects for brand activations & large-scale events, creating cross-platform visuals guided by audience behaviour, marketing goals & strategic messaging.

Freelance Digital Designer - Self-Employed Sept 2021 - Present

Lead end-to-end brand development engagements for startups and small businesses, from positioning and identity through digital rollout.

- Built foundational brand systems designed for consistent digital application across web, social, and marketing channels.
- Advised clients on creative direction, campaign messaging, and digital execution to support growth objectives.
- Managed client relationships directly, presenting design concepts and creative rationale clearly to both creative and non-creative stakeholders.

Graphic Designer - Fit Foods Ltd. Feb 2022 - April 2024

Collaborated with internal teams & Art Director on digital & print assets for multiple brands, adapting creative concepts to each platform & target audience across retail & digital channels.

- Created web graphics, social media assets, landing pages, packaging, email & SMS campaigns, videos, paid ads & trade show materials, from concept through production.
- Participated in the creative ideation process, developing new ideas and refining preexisting concepts to strengthen brand storytelling & audience engagement.
- Researched, created mood boards & conceptualized design visuals inspired by mainstream trends & industry competition to drive brand differentiation.
- Produced asset breakdowns for deliverables from project briefs while prioritizing projects to meet deadlines supporting multi-channel marketing campaigns without sacrificing quality.

Brand Designer & Art Director - Salt July 2021-Nov 2021

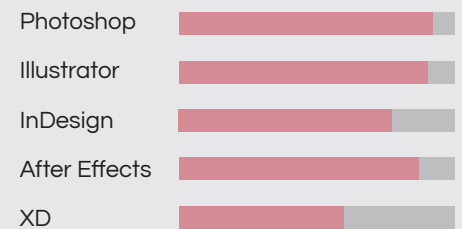
Developed a comprehensive brand platform rooted in user research, translating insight into identity, tone, guidelines, and application across multiple touch-points.

- Utilized my skills in Adobe to design the brand identity including brand guidelines, brand applications, logo design & logo guidelines with consistent storytelling across all touchpoints.
- Provided image retouching, manipulation & editing to ensure all brand photography maintained a cohesive visual identity & aligned with brand standards.
- Sketched the wordmark of the logo & created a custom typeface in Adobe Illustrator to add a unique look & feel to the visual identity of the brand.

Education

- Digital Design Diploma
Vancouver Film School Jan-Dec 2021
- Stagecraft & Event Technology Diploma
Douglas College 2018-2020

Software Skills



Specialties

- Art Direction
- Motion Design
- Digital Marketing
- Campaign Design
- Brand Identity
- Visual Storytelling

Awards

- Best Brand Design
Vancouver Film School Dec 2021
Recognized by my peers for my creative strategy & standout brand storytelling for Salt.
- Most Supportive Designer
Vancouver Film School Dec 2021
Recognized by my peers for my exceptional support & problem-solving skills.

Interests



References available upon request.