

# Karen Nicol

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**Portfolio:** [karenknicol.com](http://karenknicol.com) | [LinkedIn](#)

## Profile

Award-winning Group Creative Director specializing in UX/UI design, interaction design, and visual design for digital products and branded content. Proficient in video production, mobile app design, and social media campaigns. Strong leader with excellent communication skills, experienced in managing multidisciplinary teams and handling multiple projects in fast-paced environments. Seeking to leverage skills in creating memorable user experiences and 360° brand campaigns.

## Areas of Expertise

- **Experience Design:** UX/UI Design, Interaction Design, Mobile App Design, Web Design
- **Visual Design:** Graphic Design, Video Production, Animation, Motion Graphics
- **Design Strategy:** Branding and Identity, 360° Campaigns, Creative Strategy
- **Tools:** Adobe Creative Suite, Figma, Sketch, Zeplin, InVision, After Effects, Miro, Confluence, JIRA, MS Office, Powerpoint
- **Leadership:** Team Management, Talent Hiring, Cross-functional Collaboration

## Professional Experience

### PIXELDUST

*Business Owner and Creative Producer* | 2017 - Present

- Delivered product design, UX/UI, interaction design, UX research, wireframing, and prototyping services.
- Clients: Webster Bank, Wolters Kluwer, GORE, Spectrum, WWE, NYPD, Montefiore Hospitals, The Hartford, Regeneron, Gerson Lehrman Group.

### AUTURA

*Experience Design Director (Consultant)* | Sep 2023 - Oct 2023

- Designed branding and identity templates for SaaS, B2B, and B2G markets.
- Collaborated with product owners on UX research and persona creation.

### SHRAPNEL

*Product Design Lead* | Mar 2022 - Apr 2023

- Directed product design strategy, ensuring alignment with business goals and user needs.
- Key projects: Mobile app for NFT art creation, Shrapnel web 3.0 marketplace.

### NBC SPORTS GROUP

*Creative Director, Digital Products* | Mar 2013 - Sep 2017

- Established an Emmy award-winning digital design department.
- Developed creative strategies for NBC Sports and Telemundo multi-platform products.
- Portfolio: Sunday Night Football, Thursday Night Football, The Olympics, Premier League, Telemundo, La Liga.

### **A&E TELEVISION NETWORKS**

*Creative Services Group UX Lead | 2005 - 2006*

- Designed a project management application with a client review portal.
- Managed a team of IT developers for backend development.

### **A&E TELEVISION NETWORKS**

*Interactive Creative Director | 2002 - 2005*

- Directed creative efforts for online services and broadband products.
- Developed an award-winning in-house 12-person design department.

### **Education**

- **Pratt Institute**, Brooklyn, NY  
*MFA in 3D Computer Animation & Video Editing*
- **University of Rochester**, Rochester, NY  
*BA in Political Science*

### **Awards**

- **2016 Sports Emmy Award:** Outstanding Trans-Media Sports Coverage, NBCOlympics.com
- **2016 Sports Emmy Nomination:** Outstanding Digital Innovation, NBC
- **2014 Sports Emmy Award:** Outstanding New Approaches Sports Programming, Sochi Olympics on NBCOlympics.com

### **Publications**

- **Hollywood Reporter**, NBC Sports Group
- **Variety**, NBC Sports Site Relaunch
- **Variety**, NBC Embraces Multi-Platform Coverage for Olympics
- **NBC Olympics:** Utilizing Microsoft for live and on-demand streaming

### **Portfolio Highlights**

- [Sunday Night Football](#)
- [Thursday Night Football](#)
- [The Olympics](#)
- [Premier League](#)
- [Telemundo](#)
- [La Liga](#)