



NANCY SOULLIARD

creative direction & design

543 Hemlock Lane
Lebanon PA 17042
917.562.7577
nancy@nancysoulliard.com
design.nancysoulliard.com

Innovative, forward-thinking professional with strong marketing design experience.

Proven problem-solver with the initiative and drive to tackle challenging issues.

Passionate about design with attention to detail in a deadline-driven environment.

Creative Director 2013-present

Messiah University, Mechanicsburg, Pa.

- Provide leadership to the department's creative strategy, process, staff and the quality of deliverables for print, web and multimedia communications including video produced by the Office of Marketing and Communications.
- Plan, coordinate and art direct complex photo and video shoots, The Bridge magazine and the annual President's Report to tell a broader, cohesive brand story.
- Strengthen the integrity and integration of the University's brand and visual identity in all communications produced by the department including the creation of new logos and style sheets as needed for sub-brands requiring separate branding.
- Manage the creative budget.
- Lead high-level projects from conception to execution.
- Promote the University's brand and programs by devising creative approaches to visual media.
- Hire and coordinate photographers, videographers and freelancers as well as full- and part-time staff.
- Act as a liaison with on-campus clients by meeting with them to determine their needs, create a creative project plan and tracking/resolving client satisfaction after final project completion.
- Spearheaded the redesign of the alumni magazine, The Bridge, to improve the readability and build a competitively current design resulting in alumni seeking out new issues and requesting extra copies. The redesign also created a surplus budget to be used for higher-end photography.
- Collaborate with other on-campus clients, departments and offices to promote Messiah University and its priorities.

Art Director 2009-2013

Messiah College, Mechanicsburg, Pa.

- Promote communication-driven design that strengthens clients' marketing and editorial goals through creative idea generation and creative briefs.
- Lead, mentor and train a talented team of in-house designers to create award-winning pieces. Oversee, approve, assign and manage the work of the graphic design staff.
- Coordinate, track and oversee nearly 800 design projects per year including ads, postcards, newsletters, emails, posters, brochures, campaigns and various other print and digital projects.
- Streamlined the design of the alumni magazine and President's Reports for a clearer, consistent and more refined user experience including art directing photo shoots and facilitating press checks.
- Manage, define and refine the brand image and identity for cross-platform consistency.
- Drive the use of responsive design, interactive technologies and personalization to maximize the cross-platform bridge between web, digital marketing and print publications.
- Streamlined processes for a more efficient workflow including implementing a font management system.
- Hands-on graphic design for print, the alumni magazine and graphic design support for the web.

Associate Art Director 2000-2009

Engineering News Record Magazine, McGraw-Hill Companies, New York, NY

- Worked closely with editors to design layouts for cover, feature and news stories for the leading magazine in the construction industry.
- Illustrated covers using 3D computer illustration programs (Carrara, Bryce, & Poser) and Photoshop.
- Created illustrations, maps and graphics for departments, news stories, cover stories and the web.
- Consistently met deadlines of a weekly magazine.
- Scanned, color-corrected and retouched photos.
- Overall responsibility for layout of the magazine in the Art Director's absence.
- Researched and acquired hi-res images for publication through photographers, AP and other news sources.
- Photographed construction-related events for stories when needed.

Graphic Designer & Illustrator 1999-2000

Pennsylvania Department of Transportation, Harrisburg, Pa.



Qualifications

- Well-versed in: Macintosh Operating Systems and design programs- Adobe Creative Suite (InDesign, Photoshop, Illustrator, Bridge and Acrobat), InCopy, Sketch and project management systems - Easy Projects and Basecamp. Microsoft Teams and Zoom
- Working knowledge of: After Effects, HTML, CSS, Dreamweaver, and Microsoft Office and AP style
- Creative development of innovative concepts, designs and compositions through research and analysis of market trends.
- Organized and detail-oriented.
- Collaborative team-player and leader.
- Knowledgeable about press checks, pre- and post-production processes, photo retouching, variable data and personalization
- Experienced hiring creative teams of graphic designers, freelance photographers, videographers and illustrators

Awards

- 2021 - UCDA (University and College Designer's Association) award of excellence for Messiah University's alumni magazine — [The Bridge Vol. 1, 2021 issue](#)
- 2021 - Graphic Design USA American InHouse Design award for [Messiah University's see anew brand refresh](#)
- 2018 - Society of Publication Designers Merit Winner — [The Bridge winter 2017 cover](#)
- 2018 - UCDA (University and College Designer's Association) award of excellence for Messiah College's alumni magazine — [The Bridge Winter 2018 issue](#)
- 2017 - Graphic Design USA American InHouse Design award for Messiah College's alumni magazine — [The Bridge fall 2016](#) and [winter 2017 issues](#)
- 2015 - UCDA (University and College Designer's Association) award of excellence for Messiah College's alumni magazine — [The Bridge](#)
- 2015 - Graphic Design USA American InHouse Design award for Messiah College's alumni magazine — [The Bridge](#)
- 2014 - Graphic Design USA American InHouse Design award for [Messiah College's High Center Inaugural Season](#) pieces
- 2013 - Graphic Design USA American InHouse Design award for [Messiah College's Admissions recruitment magazine](#)
- 2012 - Graphic Design USA American InHouse Design award for [Messiah College's Christmas invitation package](#)
- 2011 - Graphic Design USA American InHouse Design award for Messiah College's Centennial Campaign case statement
- 2010 - Bronze CUPPIE from CUPRAP for Messiah College's development campaign
- 2008 - McGraw-Hill Corporate Achievement award for contributions to I-35 W bridge collapse coverage in ENR magazine.

Education

Kutztown University, Kutztown, Pa.

BFA Communication Design

Minor: Theatre

Dean's List

Project Management continuing education course

2015 AIGA: Facilitation by Design workshop

(workshop on facilitation of design conversations within small groups)

Delaware Valley College, Doylestown, Pa.

AS Equine Science

National Dean's List

Intercollegiate Equestrian Team

Branding Certificate

How Design University

Continuing Education

Sketch, Website Design, Design Research,

G7 Color theory workshop, Digital Marketing bootcamp,

Hubspot Inbound marketing certification

Affiliations and Volunteering

AIGA Central PA member

UCDA (University and College Designers Association) member

Lebanon Valley Council on the Arts member and volunteer designer

Lebanon Liberty Trail Park design committee: Community art representative

Want to learn more about me? [Read more at blog.nancysoulliard.com](http://blog.nancysoulliard.com)

"Creativity is inventing, experimenting, growing, taking risks, breaking rules, making mistakes and having fun." — Mary Lou Cook, artist