

# NICOLE NEWTON

DESIGN &  
DEVELOPMENT



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## PROFILE

Nicole is a design leader responsible for designing and developing creative, innovative, sustainable, and compelling products that exceed the needs of Athletes and customers. She is a product oriented professional that can successfully manage creativity, execute design, and lead product development, from initial conception to launch.

## EDUCATION

### NORTHWESTERN UNIVERSITY

MS, Product Design & Development  
Management  
2019-2021

### UNIVERSITY OF SAINT FRANCIS

BA, Communication Arts & Graphic Design  
2008-2012

## SKILLS

Adobe Suite  
Microsoft Office  
Brand Strategy  
Garment Construction  
Design Thinking  
Product Development  
Consumer Goods Manufacturing  
Sketching/ Illustrating  
Human Centered Design  
Sports and Fitness Background

## AFFILIATIONS

Cyclebar | Instructor  
Team USA Triathlon | Athlete  
Bike Lane Uprising | Volunteer  
Wilson Sustainability Team | Co-Chair

## EXPERIENCE

### PRODUCT DESIGNER | 2019-PRESENT

WILSON SPORTING GOODS CO.

- Develop SKU-level designs from conception through revisions to final sample approval, that support seasonal concepts and big ideas, line plans, assortment strategies, and price points.
- Stay current on global trends and translate how they relate to Wilson and the consumer
- Create necessary artwork, technical drawings and materials specifications documents for vendor partners and review samples on development trips.
- Work with the product design and creative teams to establish an overarching direction and identify future areas of growth within the business and across product categories.
- Co-Lead our Wilson Sustainability Team and develop a business wide strategy for responsible product design.

### GRAPHIC DESIGNER | 2016-2019

WILSON SPORTING GOODS CO.

- Graphic Design excellence through the connection of trend, design, development, and manufacturing.
- Partner with design and development team to bring to life seasonal creative direction through graphic design aesthetic and application.
- Create graphics that are industry leading, trend right, and consistently incorporate consumer and athlete insights through powerful storytelling and emotional connectivity.
- Create tech packs and work with manufacturing partners.

### DESIGN COORDINATOR | 2014-2016

WILSON SPORTING GOODS CO.

- Create graphic elements including prints, branding, packaging, and illustrations for R&D Apparel in collaboration with product managers, marketing, and development.
- Develop factory ready designs and assist development with seasonal redesign projects.
- Manage the reporting for the department, such as line plans, merchandising pages, design calendar, and projects with consultants to ensure deliverables were on time and on budget.

### GRAPHIC DESIGNER | 2014-2016

ROCHELLE CHAMBER OF COMMERCE

- Create on-brand digital assets including but not limited to e-mails, banner ads and social.
- Create on-brand marketing print collateral including but not limited to signage, advertising, mailers, and packaging.
- Design website including but not limited to homepages, landing pages and campaign pages.
- Help maintain financial reports and organized events to promote local businesses.