Nina Elise Wescott

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EDUCATION

Northwestern University
Evanston, Illinois
June 2020

Bachelor of Science, Medill School of Journalism, Media, Integrated Marketing Communications
Minor in Sociological Studies
Segal Design Certificate in human-centered design innovation

EXPERIENCE

Designer, T Brand Studio
The New York Times
New York City, New York
January 2022 - Present

- Design and execute innovative, multifaceted projects that include varying stakeholders using data-backed insights drawn from The Times's 160 million monthly global readers.
- Create wireframes, storyboards and product prototypes and design responsively for web using Figma, HTML, and CSS.
- Collaborate with sales and strategy teams to express cross-platform programs and compelling experiences for clients.

Graphic Editor
National Geographic
Washington, D.C.
October 2020 - Present

- Build digital projects from initial design through completion, optimizing all cross-browser and multi-platform compatibility.
- Art direct essays and assign freelance illustrators.
- Design feature stories using Adobe Creative Suite and K4.

Designer
The Washington Post
Washington, D.C.
January 2020 - April 2020

- Conceive, design and build digital long form news projects, user interfaces, and newsletters from front to backend using Javascript, CSS and HTML.
- Design the layout of the print newspaper and lead art direction of magazine feature stories.
- Produce original graphics and visual stories using visual design programs along with front-end development and data analysis.
- Produce new Wellness column and newsletter with the Editorial Experiments team.

Editor-in-Chief
STITCH Magazine
Evanston, Illinois
March 2018 - March 2020

- Previous positions: creative director, design editor and director of photoshoots.
- Organize meetings for a staff of 89 general members and 11 executive members.
- Monitor performance against budget estimates and prepare annual budgets.
- Oversee the publication of two quarterly magazines (circulation: 8,600).

Director of New Student Engagement
Northwestern New Student and Family Programs
Evanston, Illinois
November 2018 - Nov. 2019

- Create and develop initiatives to help freshman and transfers transition to college.
- Lead and mentor 208 peer advisers (orientation leaders).
- Train 21 peer advisers in a four-month leadership training course.
- Design and execute a 21-week social media content and engagement strategy through flyers, posters, social media graphics and multimedia content for an audience of 5911.
- Regularly speak in front of audiences of 2,400+ people.

Creative Services Intern
LVMH - MAKE UP FOR EVER
New York City, New York
June 2019 - August 2019

- Coordinate requests made to the creative team, handle all content requests and develop and execute the project management process.
- Manage creative assets from HQ and 360 local teams in the U.S., Canada, Mexico and Brazil.
- Maintain production schedules, retouch photos, gather props and construct sets.

Fashion Intern
Editorialist Magazine
New York City, New York
May 2018 - September 2018

- Liaise with PR agencies to prepare for photoshoots and manage sample trafficking.
- Assist the marketing, e-commerce, and senior editorial teams with content production, trend forecasting, photo research, bookings, partnerships and market research.
- Aggregate lookbooks, maintain digital imagery and write editor's notes.

Bay Area Immersion Program
Client: *Mint.com, Intuit*
San Francisco, Cailfornia
September 2017 - March 2018

- Selected as one of 12 journalists for a six-month design program focused on design innovation, digital communication, UX/UI design and data journalism.
- Analyzed the competitive landscape of finance services and developed a new brand identity through on-site and online observations, A/B test strategies, and user interviews.

LEADERSHIP

March 2019 - Present	Society for News Design, **Member**
October 2016 - Present	National Association of Black Journalists, **Member**
September 2018 - May 2019	Medill Dean Search Committee, **Representative**

SKILLS

HTML/HTML5	XCode	InDesign	Data Analysis
CSS/CSS3	Illustrator	Figma, XD, Sketch	UX / UI Design
JavaScript	Photoshop	SEO	InCopy/K4