



Nicolina Higgins Angervall

Art Director

Portfolio nicolina.design

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Selected Experiences

21 Grams ^{NYC}

Senior Art Director 2022 - 2023

I got selected for a special passion project centered around women and played a key role in its award-winning success by applying my creative skills to enhance the project's overall aesthetic

Shaped the concept, look and feel of Trintellix's new campaign, including the TV spot "real talk". Developed aligned marketing materials to reinforce the campaign's messaging and visual identity

Transitioned to ACCRUFeR, contributing to standout guerrilla marketing and conceptualizing eye-catching exhibition booth ideas for their latest campaign

Arnold Worldwide ^{NYC}

Art Director 2021 - 2022'

Contributed to concept development, art direction, and design for Rexulti and Enbrel

Led the launch of a new product, creating a dedicated digital space on the website, overseeing product photo-shoots, and strategically planning media requirements for a successful market introduction

Modernized and improved the visual clarity of outdated Mechanism of Action (MOA), enhancing understanding for today's patients

Freelance

Art Director/Graphic Designer 2020-2024

I successfully tackled a wide array of projects, including event materials for Go North Medical, brochures and exhibition stands for Neuroeventlabs, packaging and social media visuals for Puckis of Sweden, beer can designs for Värmdö Brewery, and establishing a graphic profile for Anokohaia, showcasing my versatility and impactful contributions across various industries

Xtended Event ^{SWE}

Art Director/Graphic Designer 2011 - 2021

Directed art and design, conceptualized, and crafted branding strategies. Executed impactful out-of-home, digital, and in-store activations for prestigious brands including Apple, Absolut, Rekorderlig Cider, Samsung, Telia Company, Halebop, Essity, and more

Ogilvy ^{NYC}

Art Director Intern June 2019 - Sep 2019

Played a vital role in Ogilvy's creative team, contributing to concept development and art direction for high-profile clients such as Samsung and Comcast

Contributed to the early stages of the Samsung Flip commercial, leading animatics and content examples, showcasing an adept understanding of visual storytelling and making substantial contributions to the project's success

Stepped up as a stand-in Art Director for Comcast, actively engaging in TV spot brainstorming and concept development

Education

2017-2019

Miami AD School ^{NYC}

Art Direction, Portfolio Program

2009-2011

Broby Grafiska ^{SWE}

Collage of Cross Media /Graphic Design

2008-2009

Schillerska ^{SWE}

Collage/Traditional art

Skills

Art Direction
Strategi
Marketing
Social Media
Print Production
Exhibition/Booth Design
Digital Photography
Event Planning
Video/Photo Editing
Branding and Identity
Packaging Design
360° Campaigns
Illustrations
Animations

Adobe CC
(Ps, Ai, Id, Ae, Lr, Pr, Xd...)
BizWizard
Microsoft Office
SketchUp
WordPress
Squarespace
Sketch
Figma

English/Swedish

