

Nicoletta Niosi-Ortiz

nortiz.designs@gmail.com
nniosiortiz.com

Creative Strategy &
Design Management

Education

M.A., INTERACTION DESIGN/ DESIGN MANAGEMENT

University of Kansas
2011-2015

B.S., JOURNALISM/ INTERNATIONAL STUDIES

University of Kansas
2002-2006

Software

Adobe Creative Suite
Salesforce Marketing Cloud
Workfront
Balsamiq
MS Office
Sitecore CMS
WordPress
Constant Contact
Camtasia

Marketing Design Manager

Government Employees Health Association (GEHA) | 2019-present

Manage the marketing design team responsible for the development of member and prospect digital and print communication for GEHA and subsidiary companies. Manage resource allocation, develop and track team goals, run team meetings and iterate on processes to improve efficiencies

Manage print and mail fulfillment staff to ensure brand standards, budget compliance and efficiency

Identify and develop creative talent through coaching, performance review and development to match business needs. Evaluate creative staff performance and determine compensation

Train and onboard new staff

Coordinate efforts of GEHA marketing staff, GEHA user experience designers, external advertising agency and other vendors to ensure brand compliance and coordination of creative development across multiple deliverables and creative contributors

Lead creative brainstorming and collaboration exercises and coordinate efforts with Marketing Content Manager to maximize effectiveness of marketing communications

Manage and iterate on creative processes, and set timelines to meet creative deadlines within resource and budget constraints

Champion and teach GEHA and subsidiary brand standards for all internal and external communications. Implement a stepped approach to rebranding to bring all GEHA programs and subsidiaries under one unified brand identity

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Skills

visual design
ethnographic user research
persona creation
experience mapping
wireframing
storyboarding
writing and editing
AP style
branding
creative strategy
proficient in design for 508 compliance

Design Philosophy

Simplify
Design is a method of problem-solving
Design is a team sport
Always begin with listening
Elevate empathy
Iterate. A good design is never "finished"

Provide oversight and edits to all content and design work created by department staff, across all stages of production

Implement 508 compliant practices into design workflows

Lead creative evaluation and ideation process year over year through digital and in-person user testing driven by CX initiatives to support membership growth and retention

Collaborated with creative director and content manager to develop creative strategy from research and ideation through development, deployment and reporting of effective multichannel communication campaigns to increase new membership, support member retention and improve health outcomes

Work and collaborate with other marketing leadership, internal stakeholders and vendor partners to develop a comprehensive, actionable marketing strategy for GEHA and subsidiaries to enhance GEHA's brand recognition and share of market

Develop and implement department policies to ensure marketing activities and materials comply with federal government regulations, URAC accreditation guidelines and HIPAA requirements

Customer Experience Design Lead

Government Employees Health Association (GEHA) | 2019

Participated in the planning, implementation, evaluation, and sharing of research and analysis of customer behaviors and needs

Collaborated with internal clients to share identified customer needs and use them to inform new solutions

Supplied design recommendations and expertise to influence the strategic direction of key customer experience initiatives

Identified new trends and issues across industries that may impact the company's strategic direction

Developed diagrams, illustrations, storyboards, and other visual representations that simplify complex design concepts

Brought the voice of the customer to life by utilizing quantitative and qualitative research (e.g., surveys, focus groups, in-depth interviews, ethnographic studies, and usability tests) across a wide variety of customer experience topics

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References

Available on request

Contact

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Senior Design Strategist

GEHA | 2017-2019

Developed and maintained brand standards guidelines and assets

Identified opportunities to conduct qualitative research to guide design decisions

Used methods of design thinking to create marketing strategy recommendations for GEHA and subsidiaries

Provided creative design direction and communication strategy for GEHA and subsidiaries (across print, digital and in-person touchpoints)

Managed projects with contributions from cross-functional teams

Analyzed marketing and member data for insights to guide creative strategy

Supervised and provided feedback on the work of junior designers

Identified opportunities to improve or enhance customer experience through design solutions

Coordinated work and provided creative direction to outside vendors

Communication Strategist

GEHA | 2012-2017

Edited company correspondence and communication materials

Participated in strategic planning

Saved the company money by bringing design capabilities in-house

Created comprehensive brand standards document, compiled and updated intranet library of branded materials for internal stakeholders, and monitored adherence to brand standards for the main GEHA brand and subsidiary companies

Planned, wrote and designed marketing collateral including mobile-optimized e-books, tradeshow displays, email campaigns, e-newsletters, print and online ads, brochures, flyers, direct mail pieces, infographics, and PURL campaigns for main brand and subsidiaries

Scripted and produced marketing videos

Updated website content and provided input for optimization of customer experience

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Marketing Coordinator

Smiles Change Lives | 2011-2012

Wrote and produced monthly email newsletter; planned marketing campaigns and content calendars; maintained and updated website, and designed and created new web pages; managed website redesign and restructuring of web information architecture; planned, designed and produced print and digital marketing collateral; prepared and staffed industry tradeshow; scripted and created videos for a national non-profit providing oral healthcare to children in need.

Marketing / Studio Manager

Kevin Sink Photography | 2007-2011

Managed operating budget, created annual national marketing strategy, planned and staffed tradeshow and gallery events, performed image editing and giclee printing, maintained and expanded client database and sales leads, designed and wrote marketing materials and press kits, maintained social media presence and managed staff and interns with input on hiring/firing decisions and performance reviews for nationally-recognized fine art landscape photographer.

Freelance creative

Self employed | 2007-present

Creative strategy, design, writing, and photography
Clients include: Kansas Park Trust, Symphony in the Flint Hills,
Developing Potential Inc., 300 BC Fitness, Prairiebrooke Gallery