

Nikki Moser

Digital Designer & Creative Marketer

Multidisciplinary designer experienced in branding, web design, digital marketing, and print, creating cohesive visual experiences across digital and physical platforms.

Info

nikkidmoser.com

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[843-602-4665](tel:843-602-4665)

Charlotte, NC

Education

Horry-Georgetown Technical College

A.A.S. in Digital Arts

Aug 2022 / Conway, SC

Sudurnes College

B.A. in Design

May 2016 / Iceland

Skills & Tools

Branding & Visual Identity

Web & UI/UX Design

Digital & Print Design

Email Marketing

Social Media

Adobe Creative Cloud

Figma

WordPress (Avada)

HubSpot

Klaviyo

Loomly

Vendasta

Wrike

Experience

SEEDSPARK / Prismo Marketing • Graphic Designer

Oct 2022 - Aug 2026 / Charlotte, NC

- Designed and assisted in the development of 15+ responsive WordPress websites, including e-commerce builds, translating Figma designs into functional Avada sites with custom code, UX, and SEO considerations
- Developed brand identities for clients across a wide range of industries, creating logos, visual systems, brand guidelines, and supporting marketing collateral
- Managed ongoing creative work across 5–8 subscription clients each month, alongside larger branding, website, and campaign projects
- Created and managed organic social content, contributing to an 86% increase in impressions and 112% growth in LinkedIn followers over 2.5 years
- Developed and managed B2B, B2C, and e-commerce email marketing in HubSpot and Klaviyo, including campaign strategy, design, content, audience segmentation, and automated customer journeys, contributing to a 42% increase in click-through rate and 38% increase in website traffic from email
- Built and optimized Klaviyo automations and behavior-based audience segments using purchase history, engagement, and customer activity to support abandoned checkout, promotional follow-up, re-engagement, and lifecycle campaigns
- Helped build Prismo Marketing from concept through launch, contributing to naming, brand strategy and identity, website design and development, service positioning, website copy, and ongoing content
- Collaborated directly with clients throughout the creative process, gathering requirements, presenting concepts, managing feedback, and delivering final work across multiple concurrent projects

PlantHouse • Graphic Designer

Sep 2021 - Jul 2022 / Charlotte, NC

- Established visual brand strategy and guidelines across print, digital, retail, and environmental design
- Created social media content across 10+ market accounts, supporting audience growth as the brand expanded into new markets
- Designed retail and promotional materials for new store launches and events, including signage, merchandise, apparel, and hand-painted murals and installations
- Photographed and edited product and event imagery for e-commerce and marketing

Freelance • Graphic Designer

May 2016 - Dec 2022

- Designed logos, brand identities, print collateral, and email marketing assets for independent clients
- Photographed and edited product imagery for e-commerce, including fashion photography editing and retouching
- Provided design consulting and creative direction for branding, web, and UI/UX projects