

# Nikki Moser

## Digital Designer & Creative Marketer

Multidisciplinary designer combining branding, web design, and digital marketing strategy to build cohesive brands and experiences across digital and physical platforms.

### Info

[nikkidmoser.com](http://nikkidmoser.com)

[nikkidmoser@gmail.com](mailto:nikkidmoser@gmail.com)

Charlotte, NC

### Education

#### Horry-Georgetown Technical College

A.A.S. in Digital Arts

Aug 2020 / Conway, SC

#### Sudurnes College

B.A. in Textiles & Design

May 2016 / Iceland

### Skills & Tools

Branding & Visual Identity

Web & UI/UX Design

Digital & Print Design

Email Marketing

Social Media

Content & SEO

Adobe Creative Cloud

Figma

WordPress

Avada

HubSpot

Klaviyo

Loomly

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 for 5–8 subscription clients each month while balancing 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 email click-through rate and a 38% increase in email-driven website traffic
- 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 applications
- Created social media content for 10+ accounts, supporting audience growth as the brand expanded into new markets
- Designed retail and promotional materials for store launches and events, including signage, merchandise, apparel, hand-painted murals, and installations
- Photographed and edited product and event imagery for e-commerce, social media, and marketing campaigns

#### Freelance • Graphic Designer

May 2016 – Sept 2021

- 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