

Nique Norton

Art Director | Graphic Designer | UX Designer

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Award-winning **Sr. Graphic Designer specializing in UX/UI Design**, with over 6 years of experience in branding, visual storytelling, and user-centered design. Combines strategic vision with technical expertise from the automotive industry to deliver innovative designs that enhance user engagement and strengthen brand identity. Skilled in graphic design principles, typography, branding, user research, wireframing, prototyping, and creative direction, with a proven track record of leading projects from concept to execution with measurable results.

Areas of Expertise

Art Direction: Creative Strategy, Brand Storytelling, Campaign Management, Team Leadership, Stakeholder Collaboration, Visual Consistency

Graphic Design: Brand Identity, Typography, Layout Design, Marketing Collateral, Motion Graphics, Color Theory, Packaging Design, Creative Problem-Solving

UX/UI Design: User Research and Testing, Wireframing, Prototyping, Interaction Design, Accessibility (WCAG), Information Architecture, Design Systems, Usability Analysis, Data-Driven Design

Project Management: Agile & Scrum, Workflow Optimization, Cross-Functional Coordination, Deadline Management

Technical Skills: Adobe Creative Suite (Photoshop, Illustrator, InDesign, XD, Dreamweaver), Figma, Sketch, HTML/CSS, VS Code, Procreate, Responsive Design

Professional Experience

Stellantis

Operations Supervisor

- Lead a team of 30+ Pre-Production Specialists in launching prototype and pre-production vehicles, ensuring alignment with project timelines and quality standards.
- Engage with key stakeholders, including VPs, engineers, and launch leads, to align with business requirements and strategic goals—showcasing effective communication and collaboration.
- Utilize data-driven insights to identify bottlenecks and streamline processes, driving a 15% increase in production output, highlighting analytical skills.
- Oversee quality assurance processes, leveraging attention to detail and process refinement—a skill set transferable to managing design quality and consistency.

Auburn Hills, MI

August 2023 — Present

NiqueDesigns LLC

Founder and Senior Graphic Designer

- Launched and manage a successful freelance design business, specializing in branding, UX/UI design, and digital solutions, achieving a 30% increase in client engagement and a 25% boost in brand recognition.
- Oversee all phases of design projects from concept to delivery, ensuring 100% on-time completion and maintaining a 95% client satisfaction rate.
- Develop tailored branding and digital solutions for diverse clients by leveraging user feedback to create high-impact, customized designs.
- Recognized nationally for creating a winning logo adopted by 100+ institutions, increasing campaign visibility by 35%.

Pontiac, MI

January 2018 — Present

Stellantis

Production Operator

- Demonstrated a strong commitment to quality and efficiency, earning a promotion to Operations Supervisor to oversee strategic initiatives and drive innovation in new vehicle programs.
- Maintained precision and consistency in producing 600 vehicles daily, ensuring strict adherence to quality standards and operational goals.
- Adapted to diverse roles in a fast-paced automotive production environment, showcasing flexibility, versatility, and problem-solving skills.

Detroit, MI

June 2012 — August 2023

Professional Projects

Stellantis HUB Mobile App | UX/UI Designer | November 2024

- Led the design of *The HUB App*, an internal portal improving employee resource access, submitted independently to Stellantis Star*Up Intrapreneurship program.
- Developed interactive wireframes and prototypes in Adobe XD, demonstrating core functionalities and user flows.
- Conducted user research to identify employee pain points and tailored solutions to meet resource accessibility needs.

OUR Credit Union Rebrand | Graphic Designer | August 2024

- Directed a real-world rebranding initiative, creating multiple logo and name concepts tailored to client needs.
- Delivered cohesive marketing collateral aligned with the rebrand's objectives, demonstrating advanced branding and presentation skills.
- Presented final designs to the Marketing Manager and CEO of OUR Credit Union, showcasing professionalism and creative problem-solving.

Stream Inn Concept | Art Director | June 2024

- Conceptualized and executed Stream Inn, a reimagined hotel concept for content creators, blending functionality and creativity into a cohesive brand identity.
- Designed logos, signage, and promotional materials as part of a real-world class assignment, demonstrating advanced branding and layout skills.

Seattle Public Utilities Eco-Conscious Project | Lead Designer | January 2024

- Led a three-person design team to develop cohesive collateral for SPU's sustainability initiative, ensuring consistent branding across all deliverables.
- Designed the Refill app, a utility truck mockup, executive stationery, print ads, and online advertisements (OLA), showcasing versatility in digital and print mediums.
- Presented the final deliverables to stakeholders, including leaders at DTE, emphasizing collaboration and innovative design leadership.

Notable Design Impacts

National Recognition: Redesigned the logo for the Association of Community College Trustees (#CCMonth), winning out of 225 entries. Adopted by 100+ institutions, the logo boosted campaign visibility by 35% and generated millions of impressions across social media, with endorsements from figures like First Lady Jill Biden and Michelle Obama.

Art Direction for Social Impact: Directed a gun violence awareness campaign, leading a team of designers to create a compelling poster and presenting the final designs to stakeholders, showcasing leadership and strategic vision.

Early Career Experience

North American International Auto Show (NAIAS) | Poster Designer | 2010

- Designed a promotional poster showcasing creative storytelling, typography, and layout skills for a high-profile event in the automotive industry.

North Oakland Technical Campus | Pontiac, MI | 2009 — 2010

- Completed coursework in Business, Management, Marketing, and Technology, building foundational skills in visual communication and project management.

Business Professionals of America (BPA) | 2009 — 2010

- Earned the Certificate of National Skill Standards for Information and Digital Multimedia, demonstrating proficiency in digital tools and media communication.

Education and Certifications

Southern New Hampshire University | Manchester, NH

Bachelor of Arts in Graphic Design & Media Arts (Expected October 2025)

Oakland Community College | Bloomfield Hills, MI

Associate of Applied Science in Graphic Design

Adobe Certified Professional in Graphic Design and Illustration Using Illustrator — 2024

Adobe Certified Professional in Visual Design Using Photoshop — 2024

Google UX Design Professional Certificate — 2022