

NICK GUERRISI

MULTIDISCIPLINARY DESIGNER

nickguerrisi.com
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EXPERIENCE

Staff Designer / Innovaccer Inc.

Acquired Cured, January 2024 – March 2026 / Remote

- Developed and executed the go-to-market branding for a new product, translating C-suite strategy into market-ready visuals for existing and prospective clients.
- Owned creative strategy and multi-channel execution across web, lifecycle marketing, event marketing, paid media, and motion design, ensuring cohesive brand storytelling across every audience touchpoint.

Senior Multimedia Designer / Cured

December 2021 – January 2024 / Indianapolis, IN

- Founding designer, collaborated with executive leadership to shape and expand a distinctive brand vision, positioning the company as a market-leading presence recognized for credibility and innovation.
- Led the creative direction and design of high-impact event campaigns and branded experiences that became signature brand moments at industry events, contributing 22% of annual revenue.
- Established, designed, and scaled the company's first customer journey engagement programs, generating 31% of overall pipeline.

Senior Graphic Designer / Springbuk

June 2016 – November 2021 / Indianapolis, IN

- Founding designer, partnered closely with Creative Director to build and scale a multidisciplinary creative team, delivering cohesive brand experiences from product launch through market leadership.
- Contributed to evolving and scaling the brand through rapid growth, aiding in \$20M Series B and supporting a comprehensive rebrand for Series C funding.
- Supported the Health Intelligence category launch by contributing to design strategy and brand activation, helping drive market positioning and 21+ leads per quarter.

Freelance

2015 – Present / Remote

- Directed end-to-end brand and visual strategy for companies and individuals, transforming concepts into cohesive, production-ready assets across digital, print, and motion channels.
- Produced high-impact multimedia content—including video, photography, and campaigns—delivering polished, storytelling-driven results aligned with client goals.

CAPABILITIES

Design:

Brand Strategy
Creative Direction
Team Leadership
Graphic Design
Print Design
Web & UI/UX
Event Design
Motion Graphics
Typography
Photography

Video:

Creative Concept
Script Development
Storyboarding
Videography & Lighting
Audio Capture
Post-Production Editing
Color Grading
Motion Graphics
Animation

Tools:

Figma
Adobe Creative Suite
CMS & Web Platforms
Illustration & Digital Art
Motion Design Tools
Camera, Sound, & Lighting
Google Suite
Office 365
Project Management Tools

EDUCATION

Purdue University - 2015

Bachelor of Arts, Dual Major
Visual Communication Design
& Film and Video Studies