



caroline rose mathews

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Hi, I'm Caroline! I'm a Designer & Art Director with over 10 years of experience, primarily in the children's entertainment industry. I specialize in digital marketing, cross-platform campaigns, concept development, production design, and art direction. As the lead designer on a small-but-mighty team, I'm used to juggling multiple projects and adhering to tight timelines, communicating clearly along the way.

EXPERIENCE

Nickelodeon & Nick Jr. Brand Digital | 2020 - Present

Senior Designer / Associate Art Director

- Lead Designer on a small team responsible for the creation of cross-platform digital collateral and marketing materials; assets are featured on nick.com & nickjr.com, the Nick & Nick Jr. apps, Paramount+ and partners such as Apple, Amazon, Spotify, YouTube, etc.
- Art direct other designers on the team, as well as external partners working with our brand/properties
- Create concepts, design logos and key art
- Production Design of art at many different sizes & layouts for a myriad of platforms and partners
- Create and maintain industry-standard templates used both internally and by external partners
- Work & communicate closely with internal Marketing, Launch, Interactive & Product teams, and P+ teams
- Manage other designers on the team

Nickelodeon & Nick Jr. Brand | 2013 - 2020

Designer

- Part of a small team that designed & delivered graphics for the Digital, On-Air, and Marketing teams
- Created assets for all facets of the Nick Jr. site & app, cross-platform promotional/marketing assets, social media images, and original content/franchises for the digital space
- Worked on a small core team that designed the very first Nick Jr. app and the complete redesign of nickjr.com, assisting with UX/UI in addition to graphic design
- Designed custom printable assets for themed kids' parties, and assisted in art directing, styling, and photographing the shoots for this content

Nick Jr. Digital | Spring Semester 2013

Graphic Design Intern

- Designed printables, promos, social media assets, and newsletters

EDUCATION

Parsons School of Design | 2009 - 2013

BFA in Communication Design

SKILLS

Branding | Production Design | Art Direction | Concept Development | Key Art Creation | UX/UI
Photo Editing & Retouching | Typography | Template Creation | Quality Control | Multitasking
Time Management & Efficiency | Communication | Collaboration | Self-Motivation

PROGRAMS

Photoshop | Illustrator | InDesign | AfterEffects | Figma | Sketch | Jira | Microsoft Office