NICHOLAS FORNERIS - Metro Atlanta Area

DIRECTOR, MARKETING DESIGN | CREATIVE & BRAND LEADERSHIP

Graphic Design • Creative Direction • Brand Development • Digital & Social Design • AI-Assisted Design • Product Design • Content & Campaign Creative • Design Systems • Project Management • Cross-Functional Leadership

nicholasforneris@gmail.com | nicholasforneris.com/work

EXECUTIVE PROFILE

Creative and design leader with 15+ years of experience building brands, leading multidisciplinary creative initiatives, and translating business and marketing strategies into compelling visual experiences. Experienced across agency, consulting, digital media, e-commerce, collectibles, technology, and consumer-facing brands.

Combines hands-on design expertise with Director-level leadership across brand development, marketing design, digital content, social media, YouTube, live commerce, product design, creative operations, and innovation consulting. Experienced partnering with marketing, growth, content, product, technology, and executive stakeholders to develop creative strategies and deliver high-quality work across multiple channels.

Brings a modern approach to creative leadership incorporating AI-assisted design, emerging design technologies, scalable creative systems, and cross-functional collaboration.

CORE LEADERSHIP CAPABILITIES

Creative & Brand Leadership: Creative Direction • Brand Strategy • Visual Identity • Brand Systems • Art Direction • Marketing Design
Digital & Content: Social Media Creative • YouTube • Digital Campaigns • E-commerce • Live Commerce • Content Design • Web Design
Leadership & Operations: Creative Team Leadership • Project Management • Creative Operations • Workflow Development • Cross-Functional Collaboration • Stakeholder Management
Innovation & Technology: AI-Assisted Design • Design Sprints • Product Design • Innovation Consulting • Emerging Creative Technologies • Design Thinking

PROFESSIONAL EXPERIENCE

CARDSHQ, INC. **2024–2026**

Director of Design
Creative and design leader for a rapidly growing collectibles company operating across sports cards, trading card games, e-commerce, retail, digital media, content, and live-selling channels.

Led and supported creative development across the company's portfolio of brands and marketing channels, partnering cross-functionally to establish visual identities and deliver consistent creative experiences across digital and physical customer touchpoints.

Selected Leadership & Contributions

- Provided creative and design leadership across the CardsHQ portfolio, supporting brand, marketing, content, digital, commerce, and customer-facing initiatives.
- Helped launch and develop brands including CardsHQ, Sports Card Investor, Graded Grails, and Market Movers.
- Developed and evolved visual identities and brand systems to support a growing portfolio of collectibles and media properties.
- Partnered with marketing, growth, content, production, commerce, and leadership teams to translate business priorities into creative strategies and deliverables.
- Led creative development supporting major digital and social platforms, including YouTube and live-selling channels.
- Directed a significant creative overhaul of the company's YouTube presence, strengthening visual consistency and presentation across content.
- Developed creative assets supporting live-commerce activity across platforms including Whatnot and Fanatics.
- Supported campaign creative across digital marketing, social media, content, promotional initiatives, product launches, and customer engagement.
- Helped establish repeatable creative approaches and design standards capable of supporting multiple brands and channels.
- Integrated AI-assisted design tools and emerging creative technologies into the design process to expand ideation and creative capabilities.
- Balanced strategic creative leadership with hands-on execution in a fast-moving, entrepreneurial environment.

THREE FIVE TWO, INC. **2011–2024**
Senior Designer / Team Lead
Digital agency specializing in graphic design, web design, digital product development, innovation, and strategic consulting. Three Five Two was acquired by ModOp, Inc. in 2024.

Progressed into senior creative and team leadership responsibilities during a 13-year tenure, working across multidisciplinary teams and supporting major national clients.

Selected Leadership & Contributions

- Led and contributed to multidisciplinary design initiatives spanning brand, digital experiences, web design, product design, marketing, and innovation consulting.
- Served as a senior creative resource within cross-functional teams composed of designers, developers, strategists, product professionals, and client stakeholders.
- Helped create and implement the agency's Design Sprint methodology, providing a structured approach for rapidly exploring, validating, and developing solutions to complex client challenges.
- Transitioned into innovation consulting, helping clients use design thinking and collaborative problem-solving to address business, customer, and product challenges.
- Facilitated creative exploration, ideation, prototyping, and solution development with internal teams and client stakeholders.
- Provided creative leadership and design guidance throughout projects from initial discovery and concept development through execution.
- Helped maintain creative quality and consistency while balancing client expectations, project requirements, timelines, and technical considerations.
- Assumed project-management responsibilities during the organization's 2019 transition to remote work, helping maintain project continuity and cross-functional coordination.
- Worked extensively within cross-functional development teams, bridging creative, technology, product, and business requirements.
- Contributed to the development and improvement of internal creative processes and collaborative working methods.
- Mentored and supported designers while contributing to a collaborative, high-performing creative environment.

Selected Clients

Microsoft • Nationwide Insurance • Streamlabs • Operation HOPE • New American Funding

EDUCATION

Savannah College of Art and Design (SCAD)
Bachelor of Fine Arts – Photography
Savannah, Georgia | 1999–2002

Santa Fe College
Associate of Arts
Gainesville, Florida | 1998–1999

SELECTED EXPERTISE

Creative Direction | Marketing Design | Brand Development | Visual Identity | Art Direction | Graphic Design | Digital Design | Social Media Creative | Content Design | YouTube Creative | Live Commerce | E-commerce Creative | Product Design | Design Systems | AI-Assisted Design | Design Thinking | Design Sprints | Innovation Consulting | Project Management | Creative Operations | Cross-Functional Leadership | Stakeholder Management

REFERENCES

Cat Meschia
Director of Design, PayMitto
linkedin.com/in/**cmeschia** | catherinemeschia@gmail.com

Sarah Woodward
EVP Growth, Three Five Two, Inc.
linkedin.com/in/**sarahwoodward** | agirlnamedsew@gmail.com

Derek Combs
Lead Motion Design, CardsHQ
linkedin.com/in/**derekcombs** | derek@sportscardinvestor.com