

NICHOLAS BAUMGART

Senior Graphic Designer

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SUMMARY

Senior graphic designer specializing in brand systems, global packaging, and creative production within CPG and retail environments. Known for translating strategy into scalable visual solutions that strengthen brand consistency and deliver high-impact creative across packaging, retail, and digital touchpoints. Experienced leading cross-functional initiatives, managing global packaging and regulatory requirements, and supporting high-volume creative production across brands.

EXPERIENCE

Newell Brands | 2021–2026

Interim Manager, Studio Producer | Creative Manager, Regulatory & Compliance | Graphic Designer, Communication Design

- Reimagined the RCP style guide into Newell's Brand Identity Guide (BIG) framework, establishing the brand's first Adobe Creative Cloud Library and expanding standards across packaging, digital, and social applications
- Streamlined high-volume global packaging updates supporting hundreds of SKU revisions across multiple regions, balancing regulatory requirements with brand integrity and execution
- Led end-to-end production of product, lifestyle, and video shoots during studio transition, managing vendors, timelines, budgets, and final asset delivery

Freelance & Contract | 2015–2021

Senior Graphic Designer / Art Director

- Served as a senior design partner to agencies and national consumer brands, delivering packaging, retail, shopper marketing, and brand communication solutions across CPG categories
- Partnered with Newell Brands to develop packaging concepts, line extensions, and adaptations across portfolios including Calphalon, Crock-Pot, Sunbeam, Bionaire, Mr. Coffee, and Oster
- Developed integrated programs for brands including Kellogg's, MARS, Coca-Cola, Clorox, PepsiCo, and Brita

TPN | 2010–2015

Associate Creative Director

- Oversaw integrated shopper marketing and retail creative programs while leading a team of art directors for national consumer brands
- Led and mentored a 4-person team of art directors, providing creative direction, performance feedback, and professional development support
- Oversaw large-scale retail collateral programs aligned to promotional calendars, at times managing the execution of 500+ assets across campaigns

Ogilvy (141 Worldwide) | 2005–2010

Senior Art Director

- Led development of retail, promotional, and digital programs for national consumer brands
- Directed product and lifestyle photo shoots, coordinating photographers, production partners, and cross-functional teams
- Delivered integrated campaigns for brands including Motorola, Unilever, Kraft, and SC Johnson

DRAFT (DraftFCB) | 1995–2005

Production Artist - Senior Art Director

- Progressed from Production Artist to Senior Art Director, executing retail, promotional, POS, direct mail, and digital campaigns for national consumer brands
- Managed junior designers and coordinated external creative partners across high-volume initiatives

CORE COMPETENCIES

Brand Systems Development	Global Packaging Design
CPG Portfolio Management	Retail & Shopper Marketing
Visual Identity Systems	Global Regulatory Compliance
Cross-Functional Leadership	Design Systems Implementation
Vendor & Production Management	Packaging Production
Omnichannel Design	Digital & Social Design
Art Direction	Process Optimization

TECHNICAL SKILLS

Adobe Creative Cloud (Illustrator, InDesign, Photoshop, Acrobat, Express)
Adobe Firefly | ChatGPT | Midjourney | Miro AI
Workfront | Microsoft 365
KeyShot | Adobe Substance 3D | Fantastic Fold

EDUCATION

Bachelor of Arts (B.A.) in Graphic Design
Eastern Illinois University | Charleston, IL