

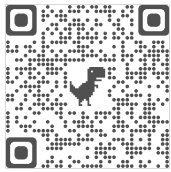
NIKOLAJ FOLMER • DESIGNER



nikolajfolmer.com

(215) 497-0281
nikolajfolmer@gmail.com

New York, NY, 10011



ABOUT

Diligent problem-solver with resourceful approach to challenges and organized style. Leverages extensive computer expertise to manage job functions. Excellent communicator with driven focus on results. Experience in the fields of graphic design, lighting design, music, video editing, project management, computer science, website design, direction, and production. Well-versed in online advertising, user research, A/B testing, and social media marketing. Wants to make an *impact* on the world.

SKILLS

- Creative design, project management, computer skills, collaboration
- Adobe Photoshop, Illustrator, InDesign, After Effects, Premiere Pro, Final Cut Pro
- Experience with website design and development involving HTML, CSS, JavaScript, PHP, SQL, WordPress, Shopify
- Experience with product image and brand asset design
- Proficient in Microsoft Word, Microsoft PowerPoint, Microsoft Excel
- Typing speed of 105 wpm
- Working proficiency in French

EXPERIENCE

Co-Founder & CEO, Laffin LLC; Newtown, PA — 2020–Current

- Oversee day-to-day operations of a growing plush toy brand with an influential social media presence.
- Produce engaging on-brand content across Instagram, Facebook, and TikTok, increasing gross revenue to \$1M in 18 months throughout 97 countries.
- Management of marketing, web design, customer service, social media, warehousing and fulfillment.
- Compile and analyze comprehensive reports to determine the success of various marketing campaigns, using Microsoft Office Suite to produce related presentations and pitch decks.
- Extensive use of HTML, Javascript, CSS, and VBScript for website customization and operations automation.
- Design creatives for cross merchandising (stickers, apparel, etc.) to further boost revenue, utilizing Adobe Creative Cloud Suite, Final Cut Pro, and Blender.
- Guide all creative decisions for the brand as head designer.

Marketing & Web Design Specialist, Nina McLemore; New York, NY — 2022–Current

- Produce engaging on-brand creatives, content, and publications for fashion-related conferences, events, and shows.
- Plan, manage, and execute photoshoots for new seasonal collections. Photograph models and retouch photos.
- Design and manage assets, products, and SEO for online store's migration to Shopify platform.
- Led website redesign process for new digital campaign driving revenue growth.

Stagehand, NYU Skirball Center / Baryshnikov Arts Center; New York, NY — 2022–Current

- Load and unload set pieces and technical equipment, preparing for daily performances and Off-Broadway shows.
- Operate lighting console and creatively design daily performances.
- Perform routine maintenance on technical equipment.

Stagehand, Council Rock School District; Newtown, PA — 2018–2019

- Stored, loaded and unloaded set pieces and technical equipment for daily performances.
- Worked with stage technicians to set up and calibrate lighting, microphones and recording equipment.
- Worked with performers and audience members to ensure satisfaction and enjoyment of each performance.
- Responsible for swift and efficient operation of lighting and sound consoles, working spontaneously with performers.

Theatre Technician, Music Mountain Theatre; Lambertville, NJ — 2018–2019

- Responsible for lighting and sound design of theatrical performances and smooth operation of respective consoles.
- Worked closely with director(s) to effectively express the artistic vision of each show.
- Worked directly with actors of all ages to successfully carry out each rehearsal and performance.
- Supported local teachers and theatre professionals in promoting goals and important skills of next-generation performers.

Lead Designer, Council Rock North Music Department; Newtown, PA — 2016–2020

- Designed logos, publications, layouts, programs, and apparel for annual music competitions, performances, and events.

EDUCATION

Fordham University, New York, NY 3.797 GPA

- Bachelor of Arts: New Media and Digital Design, conc. New Media and Commerce
 - Relevant Coursework: *Graphic Design & Digital Tools, Visual Thinking, Professional Social Media, Design Thinking, Game Culture: Theory & Practice, Digital Production for New Media, Internet and Web Programming*
 - Minor: French and Francophone Studies
- Dean's List: Fall 2021, Fall 2022
- Elected Treasurer of Residence Hall Association, Fall 2021

Council Rock High School North, Newtown, PA

- Distinguished Honor Roll, 2016–2020
- National Honor Society, Tri-M® Music Honor Society, International Thespian Society

CERTIFICATIONS

- Private Aircraft Pilot