

# **Nick Fabiani is a designer and strategist, helping progressive brands authentically connect with their audiences.**



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## **Professional experience.**

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### **Morning Consult**

*Design Director, Commercial | Feb. 2022 – Jan. 2023*

Led the team providing commercial creative services for a global decision intelligence company as it transitioned from a start-up to an enterprise company. In addition to providing design and brand storytelling support for sales materials, my team directly serviced client needs as well, developing print and digital products that helped them make meaning of and communicate about their survey research. Directly managed a team of three and indirectly managed an additional project manager.

- Led refresh of visual identity as part of strategic brand and market repositioning following \$1bn valuation.
- Won repeat and expanded work with clients by engaging with stakeholders to identify core needs, ensure appropriate design support, and deliver high-quality products that exceeded expectations.
- Generated additional revenue through business development efforts, recommending strategically-minded creative products, helping to secure large contracts with Fortune 500 companies, nonprofits, trade associations, and foundations.
- Introduced new goal setting approach to ensure reports were continually progressing on their career paths while meeting team goals.
- Facilitated collaborative sessions to develop a team mission statement and work approaches in order to create a collaborative and inclusive team culture that supports everyone bringing their full selves to work.

### **Advoc8**

*Art Director | Mar. 2021 – Jan. 2022*

Served as art director at award-winning experiential design firm. My work included multi-state tours, high-dollar galas, environmental spaces, and digital activations. I managed a group of freelance designers to ensure high quality, on-brand work.

- Led development of and managed animators for creation of a digital choose-your-own adventure.
- Provided art direction for the development of on-site materials for multi-stop escape room truck tour, ensuring that all customer touchpoints were consistent, branded, and reinforcing the key message for the campaign.
- Generated additional revenue by developing proposed creative strategies to address client need.

### **DC Design Week**

*Executive Director (volunteer) | Jan. 2020 – Dec. 2020*

Hosted and presented by AIGA DC, DC Design Week is an annual celebration of the district's ever-growing community of professionals, makers, and voices working across disciplines. As executive director, I was responsible for recruiting and leading a 30-person committee to develop, market, and execute more than 40 virtual and self-guided events.

- Oversaw brand development, program coordination, event logistics, and external marketing for all programming.
- Led team through the shift to virtual planning and programming due to the Covid-19 pandemic, ensuring our team still felt connected with methods for collaboration remotely.
- Set guidelines and developed metrics to ensure the week was inclusive of the District's diverse community and accessible to all.

### **Democracy Fund**

*Senior Design Associate | Mar. 2020 – Mar. 2021*

*Design Associate | Sept. 2017 – Mar. 2020*

Sole in-house designer and creative strategist for an independent foundation that confronts deep-rooted challenges in American democracy. In addition to developing print and digital products, I managed external consultants and designers, ensuring products were on-brand.

- Managed redesign of organizational website and refresh of organizational identity in the run-up to the 2020 election.
- Developed brand identity suites for standalone initiatives and grantee programs.
- Served as subcommittee lead for internal DEI committee.

## **Grantmakers for Effective Organizations**

*Digital Communications Manager | Dec. 2015 – Aug. 2017*

*Digital Media Specialist | Jul. 2014 – Dec. 2015*

Led digital communications for association of more than 500 grantmakers, including social content, member outreach, and digital learning products. Managed freelance design support to create print and digital publications, conference materials, and video storytelling.

- Led team to revise brand position, refresh visual identity, and redesign website.
- Developed suites of tools and easy-to-use templates to ensuring non-design colleagues successfully deployed the new brand.
- Created new newsletter strategy and templates, increasing open and engagement rates even while we increased send volume.

## **Democratic Senatorial Campaign Committee**

*Digital Marketing Manager | Feb. 2013 – Jul. 2014*

Responsible for designing, building, and sending all fundraising emails to support Democratic Senate candidates. Fulfilled all design needs for the committee, including social share images, email infographics, and providing art direction for microsite development.

- Managed, designed, and built email sends for all committee fundraising, setting committee records for five consecutive months.
- Coded tool to automate email template creation, decreasing send time by over 50%.

## **Chris Murphy for Senate**

*Deputy Digital Director | May 2012 – Nov. 2012*

Supported digital director on fundraising, social engagement, and list-building for Chris Murphy's successful 2012 Senate campaign. Worked directly with campaign leadership to set digital strategy and led execution with support of external consultants.

- Drafted, tested, and optimized fundraising and volunteer recruitment email, helping to raise over \$4.5 million online.
- Created all social content for the campaign, tripling size of audience and more than doubling engaged users.

## **APCO Worldwide**

*Project Consultant | Jan. 2011 – Apr. 2012*

Served as team member for Fortune 500, trade association, and nonprofit clients. Provided project management support and created outreach strategy plans.

- Secured coverage in top-tier media outlets for clients, including in
- Tracked and coordinated work-streams for two multi-million dollar clients, ensuring all projects stayed on budget.

## **Board Service.**

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### **New Haven Port Authority Board of Directors**

*Chairman | 2022 – President*

### **AIGA DC**

*Vice President | 2021 – 2022*

*DCDW Chair | 2020*

*Comms. Specialist | 2018 – 2019*

## **Education.**

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### **The George Washington University, School of Media and Public Affairs**

*BA in Political Communications, magna cum laude | Fall 2010*

**Let's work together.**

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