

NICOLE CADORET

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Brooklyn, NY 11218

CLIENTS

About.com / Coldwell Banker / Comcast /
Dow Jones Ventures / GE Consumer
Finance / The Ladders / Macromedia /
MetLife / Morgan Stanley / NBC
Universal / Pfizer Philip Morris / SIRIUS
Satellite Radio / Sittercity / Sony /
Walmart / Wyndham Worldwide

AWARDS + RECOGNITION

Webby Award Honoree: Social
Networking / Nielsen Norman Group
Intranet Design Annual: World's 10 Best
Intranets / W3 Silver Award / Internet
Advertising Awards / Information
Services Standard of Excellence Web
Award / Cannes Lions International
Advertising Awards / TIME Magazine /
Creative Summit Awards / Photo
District News / Outstanding Website
Awards / London International
Advertising Awards / The Web Awards:
Outstanding Website

EDUCATION

BFA, Graphic Design
The Massachusetts College of Art

LINKS

Blog: nicolecadoret.com
[linkedin.com/in/nicolecadoret](https://www.linkedin.com/in/nicolecadoret)

SKILLS

Plays well with others.

Nicole Cadoret is Design Director and Partner for New York City-based internet consulting firm, Modus Associates.

With over 10 years of industry experience, Nicole specializes in interactive product and application design.

She uses a unique blend of user-centered, strategic thinking with dynamic creative executions. The results are business-focused, award-winning websites and products for clients like Wyndham Worldwide, Dow Jones Ventures, SIRIUS Satellite Radio, NBC Universal, MetLife, Coldwell Banker, and Morgan Stanley.

PARTNER + DESIGN DIRECTOR at MODUS ASSOCIATES

New York, NY / February 2005 - Present

Partner and Design Director for interactive agency. Provide strategic, experience-driven creative consultation for Fortune 500 Companies and internet start-ups.

Define, design and build compelling interactive experiences that meet business objectives and engage the customer. Specialist in web-based applications and products that utilize user-centered design methodologies. Develop and manage client relations, while providing strategic and creative services.

Assemble, direct and manage cross-functional teams of specialists for complex projects.

Leadership of day-to-day company management from office infrastructure, marketing + sales to human resources.

FOUNDER of FIELD DAY DESIGN

Brooklyn, NY / June 2001 - January 2005

Founder of Field Day Design, award-winning boutique interactive studio specializing in communication solutions for photographers and small to medium-size businesses.

Services included: marketing + content strategy; design, development and execution of communication solutions from identity, print + digital collateral to marketing websites and web-based applications.

SENIOR INTERACTIVE ART DIRECTOR at <KPE>

New York, NY / August 2001 - July 2002

Conceive and develop creative solutions. Presentation of concepts to clients and prospects. Implementation of conceptual design and development of websites and user interfaces. Management and scheduling of a creative team.

INTERACTIVE ART DIRECTOR at BRAINCRAFT TECHNOLOGIES

New York, NY / June 2000 - May 2001

Interactive art director for Macromedia-hothouse Braincraft Technologies. Responsible for defining the user experience in the development of web sites, applications and other new media projects. Brainstorming design concepts and metaphors; the verification and deployment of site architecture; extending existing brand identities; as well as maintaining the visual integrity of the design through production.

INTERACTIVE ART DIRECTOR at Y&R'S BRAND DIALOGUE / LUMINANT

New York, NY / January 1999 - June 2000

Design and content strategy for several award-winning Flash web sites for Sony. Senior Interactive Designer for Philip Morris Companies Inc.'s first on-line presence. Design of marketing and promotional websites and banners.