Nina Whitcomb

ADVERTISING + BRANDING / ART DIRECTION / PHOTOGRAPHY

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ABOUT ME

I'm naturally curious — I want to know *why*, not just what. That instinct shapes how I approach creative problems: I question the obvious, look for the detail others might miss, and keep pulling at an idea until I find the more interesting answer.

As an art director, I think in images and systems, but I care just as much about the people behind the work. I listen, collaborate easily, and bring a thoughtful, hands-on energy to a team. I'm interested in ideas with a point of view — work that feels unexpected, human, and worth remembering.

I'm especially drawn to beauty, fragrance, fashion, wellness, culture, and emerging technology — places where visual storytelling can make people stop, feel, and look twice.

CREATIVE INTERESTS

Beauty · Fragrance · Fashion · Wellness · Photography · Art Direction · Brand Worlds · Social · Emerging Technology

EDUCATION

SAVANNAH COLLEGE OF ART AND DESIGN

B.F.A. Advertising & Branding
Minor in Photography
Expected Graduation: Spring 2027
Dean's List, 2024–Present

SELECTED COURSEWORK

SCADPRO 580 · SCADpro Collaboration
Brand Innovation: Physical to Virtual
Typography for Brand Presence
Art Direction · Visual Storytelling
Art Direction · Typography & Persuasion

TOOLS

Adobe Illustrator · Photoshop · After Effects · Premiere Pro · Figma · CapCut · GarageBand

EXPERIENCE

Delta x SCADPRO — **SUMMER 2026**
CREATIVE LEAD

• Led creative direction and presentation development for a collaborative brand project with Delta.

• Built visual concepts and creative systems for Gen Z audiences through research, ideation, accessibility, typography, and visual storytelling.

Ether Jewelry — **WINTER 2025**
ART DIRECTION & PACKAGE DESIGN

• Designed packaging that extended the jewelry brand experience beyond the product; final artwork was produced and is in circulation.

Ram's Head Perfumery — **DECEMBER 2024**
PHOTOGRAPHY & ART DIRECTION

• Developed visual concepts and directed product photography aligned with the brand identity and fragrance aesthetic.

SELECTED CREATIVE WORKS · MOCK CAMPAIGNS

Invisawear — **WINTER 2026**
CAMPAIGN DEVELOPMENT & ART DIRECTION

• Developed campaign concepts and visual direction to communicate product benefits to a defined audience.

Juliette Has a Gun — **FALL 2025**
BRAND CAMPAIGN & ART DIRECTION

• Translated the brand identity into a cohesive advertising concept and visual system.

UN Tourism — **FALL 2025**
OOH CAMPAIGN

• Created an out-of-home campaign using destination storytelling across multiple executions.

Le Labo — **SPRING 2024**
BRAND BOOK

• Explored visual identity, typography, imagery, color, packaging, and art direction within a cohesive brand system.