Erik Nowicki

Creative Direction, Brand Strategy & Systems

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Creative Director with 12+ years of agency and independent experience leading brand identity systems, UX/UI, and creative teams. Focused on translating business strategy into scalable brand systems, digital experiences, and high-performing creative across marketing and product environments

EXPERIENCE

Creative Director, Cannascale Remote | Jan 2024 – Present

- Brought in to establish and lead creative operations across a multi-brand program, defining workflows, CMS structure, and team processes aligned to business goals
- Oversee creative direction across digital campaigns, managing a global design team
- Build scalable design systems and workflows to improve consistency and efficiency
- Led lifecycle email for Drink Delta, a national beverage brand:
- Increased email-attributed revenue from ~$5.5M to ~$6.4M annually (2024 → 2025)
- Reduced send volume (~4.4M → ~3.3M), improving campaign efficiency
- Raised open rates from ~40% to ~45% through improved execution and consistency

Creative Director | Independent (Erik Nowicki Design LLC) Remote | Nov 2022 – Present

- Lead an independent creative practice, partnering with B2B and consumer brands on brand strategy, identity systems, and campaign direction
- Develop and deliver comprehensive brand identity systems, translating business positioning into scalable design system frameworks
- Lead brand development and rollout, guiding implementation across marketing and digital execution
- Work directly with founders and stakeholders to shape brand direction and execution
- Engage and direct freelance designers as needed to support project execution and maintain quality

Art Director, Kraus Marketing Morristown, NJ | Oct 2014 – Nov 2022

- Built and implemented a comprehensive brand strategy and identity system, establishing a new framework for how branding services are structured and delivered, contributing to $100K+ in revenue
- Built scalable creative workflows to improve efficiency and cross-team alignment
- Led concurrent projects across branding, UX/UI, and marketing initiatives while maintaining on-time delivery and creative ownership
- Led a team of 6 designers, maintaining consistent output across fast-paced project timelines
- Developed and presented brand, web, and social concepts, translating strategy into campaign-ready creative
- Directed cross-functional collaboration with developers, copywriters, and marketing teams to ensure consistent execution across channels
- Led design on multiple award-winning campaigns
- Drove business development through networking and client pitches, generating $75K+ in new work

EDUCATION

Montclair State University 2008-2012

Bachelor of Fine Arts — Graphic Design

SKILLS

Creative direction, brand strategy, brand identity systems, design systems, lifecycle marketing, email marketing, campaign strategy, creative operations, project management, visual storytelling, Klaviyo, Figma, Adobe Creative Suite, Framer, AI literacy (ChatGPT, Claude, Flux)