



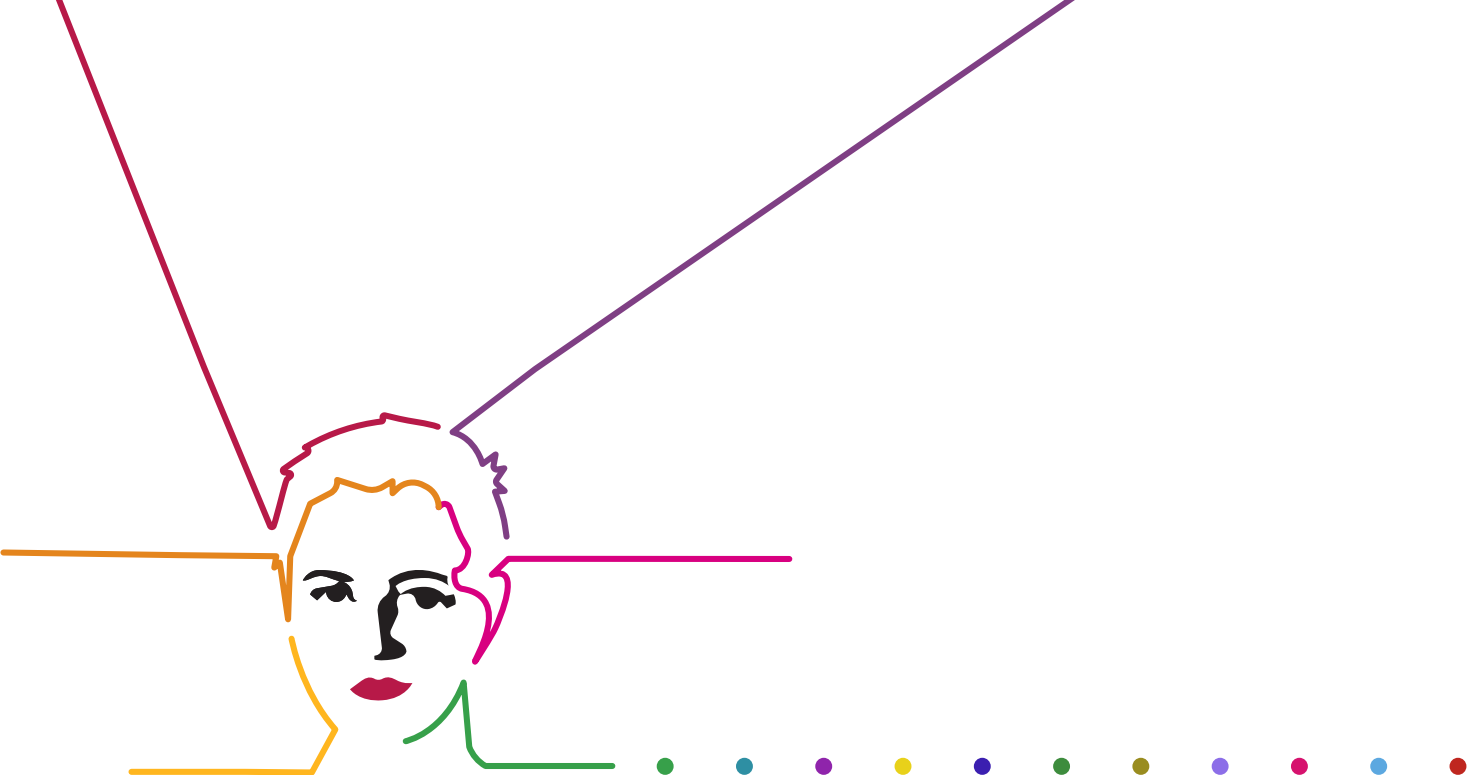
Nic Parisa

Senior Creative Designer · Art Director · Brand Strategist

Selected Work · 2026



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About

I'm a Senior Creative Designer, Art Director, and Brand Strategist with 25+ years turning complexity into clarity and clarity into something people actually feel.

My work spans brand identity, packaging, posters, environmental & retail graphics, illustration, editorial, and executive presentation design. From executive brand systems at Citi to building Wispo — a cultural platform — from the ground up, I've consistently transformed ideas into experiences that connect people, culture, and business.

The pages that follow are a selection of that work across disciplines.

Selected capabilities

Brand Identity Systems · Packaging · Art Direction · Visual Storytelling

Environmental & Retail Graphics · Presentation Design · Typography · Illustration

● Brand Identity & Logos

Marks, logotypes & visual identity systems



● Packaging

Structural & surface packaging design



● Posters & Print

Campaign posters and print collateral



- **Events & Environments**

Cultural events, exhibitions & spatial design



● Concept — Wispo Cultural Center

Architectural concept for a global creative ecosystem



● Illustration

Original illustration & image-making





Let's make something worth being felt.

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● Retail & Window Displays

Environmental graphics & storefront experiences

