Alex J Nicholls

Professional Summary

A dedicated Student of Art Therapy, I bring a creative and academic background in art and psychology to each project, program and participant with which I interact. I appreciate the complexities of context, content and form in my own artwork and that of my clients, believing in the personal strengths of each individual to address and overcome their challenges. I am focused on the use of narrative, trauma-informed and anti-oppressive approaches to art therapy, helping participants reframe their own stories and encouraging them to leverage alternative perspectives in service of their mental health. I thrive in collaborative environments, serving clients to recognize their own areas of strength and resilience in order to make progress towards a more healthy and vibrant life.

Expertise and Results

CHOOSE YOUR OWN ADVENTURE - Storytelling + Narrative Therapy

Narrative used in Therapy - Throughout four semesters of training at the Toronto Art Therapy Institute (TATI) for a Masters Diploma in Art Therapy, used narrative framework to allow clients to reframe personal and collective stories about self and community to see issues, challenges and trauma from different perspectives to improve hopeful outlook and mental health.

Online TATI Clinic Practicum - Provided 70+ hours Direct Client Contact (DCC) therapy services in an online, individual, art therapy setting using the Owl Practice online health delivery platform. Responsible for scheduling, billing, marking attendance and writing up clinical notes on clients.

Role-Playing Games Art Therapy - Organized and co-facilitated running therapeutic role-playing games combining art therapy and Dungeons & Dragons in order to provide therapy services to participants of York University Federation of Students' Access Centre. Games were designed to offer strength-based and person-centred approach to social development.

Areas of Focus

- 1) Art Therapy (Psychotherapy)
- 2) Narrative Approach
- 3) Person-Centred
- 4) Trauma-Informed
- 5) Anti-Oppressive
- 6) Role-Playing Games Therapy

Background in Branding and Rebranding - Provided organizations with a range of possibilities for their initial branding, guiding them through the process of choosing a brand to effectively communicate their story and purpose to their target audience. Equipping them with language and visual content to express themselves and what makes them unique.

A PICTURE PAINTS 1,000 WORDS - Art + Creative Content Design

Artwork Creation - Personally created 200+ pieces of therapeutic artwork and invited the client creation of approximately 100 pieces of therapeutic artwork over the process of the TATI Masters Diploma course and subsequent practicums held during the last sixteen months.

Community Art Workshops - Planned and delivered art workshops for community group and members of the general public in a local park setting. Funded and sourced art materials. Provided art kits for participants, as well as offering instruction and support to attendees in their own art making process.

Multimedia Content Creation - Responsible for creating art and design content across a wide range of different media and platforms including: website creation, print and digital stakeholder communications, international filming projects, donation platform development, social media campaigns and brand implementation materials. Responsible for content creation and curation throughout Communications and Marketing roles at mainly non-profit organizations.

Graphic Visualization - Visually captured key messaging during real-time presentations, using a combination of active listening and information prioritization to draw a permanent record for corporate use. These graphic recordings help to engage with visual learners, deepening audience engagement and increasing understanding of complex conceptual ideas.

ALL IN THIS TOGETHER - Engagement + Community Activation

Small Group Facilitation - History of facilitating and co-facilitating small group sessions including, online group art therapy sessions, online game and play community events, in-person youth and young adult groups, in-person art training sessions, in-person faith-based learning groups, and more.

Large Event Design And Production - Oversaw multimedia and print material production for annual conference of 500 participants. Using consistent event branding to tie all aspects of the event together, created a greater affinity among participants with the organization's identity, purpose and mission.

Webinars and Livestream Events - Produced and streamed training webinars and town hall meetings to global stakeholders facilitating both the transmission of video content and responses via chat room and SMS text messaging to create a sense of real-time organizational connection and unity.

Community Participation Materials - Introduced and developed values based programs and materials to increase community participation and interaction including developing Summer Book Club materials, fundraising toolkits and independent study resources.

Work Experience

Independent Freelance		KNIGHT VERT PRODUCTIONS	2008 - Present
Project Manager	_	COMPASS CREATIVE	2018 - 2019
Director of Communications		BE IN CHRIST CHURCH OF CANADA	2015 - 2018
Digital Engagement Lead		EFFECT:HOPE	2013 - 2015
Manager, Marketing & Comms	_	SPECTRA COMMUNITY SUPPORT SERVICES	2011 - 2013
Head of Media Services	_	EVENTURA	2006 - 2011
Documentary-Maker & Facilitator	—	THE JUST US PROJECT	2008 - 2009

Education and Professional Development

MA Diploma, Art Therapy	_	TORONTO ART THERAPY INSTITUTE	2019 - Present
Graphic Facilitation Workshop	_	DRAWING CHANGE	2018
Continuing & Professional Studies	_	SHERIDAN COLLEGE	2015 - 2016
BA (Hons) Television & Film Design	_	HULL SCHOOL OF ART AND DESIGN	2004 - 2007
BTEC Diploma, Art Foundation	_	COVENTRY UNIVERSITY	2002 - 2003

Multimedia Proficiencies

Platform & Basic Office	— MAC & IOS PC G SUITE
Graphic Design Software	- PHOTOSHOP PIXELMATOR ILLUSTRATOR INDESIGN
Video Production	- PREMIERE PRO FINAL CUT PRO DSLRs VIDEO DRONES
Online Communication	- ZOOM OWL PRACTICE GOOGLE MEET
Collaborative Platforms	- SLACK TRELLO FLOW BASECAMP

Art Materials

PEN/INK | PENCIL | PAINT | CLAY | SEWING/FABRIC | COLLAGE | PASTELS | PLASTICINE | PUPPET-MAKING | ECO-ART | FOUND OBJECTS | WOOD WORKING +

Volunteering

REUNION Oakville — Leadership Team | The Mississauga Food Bank — General Volunteer (*previous*) LOKO KOA — Advisory Board Member (*previous*)

Interests and Hobbies

Here are a few things that bring me joy: discovering new stories, learning new things or building something new with others.

Audiobooks | Coffee | Games | Lego | Painting | Movies | TV | Travel

When we meet, I'd love to tell you how these things have impacted my work.