

nicole to*

GRAPHIC DESIGN | UIUX DESIGN | LONG BEACH, CA
***RHYMES WITH HELLO!**

CONTACT

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LOOK ME UP

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NICOLETODESIGN.COM

PROFESSIONAL SUMMARY

Passionate and empathetic Graphic and UIUX Designer with Sociology background and 4+ years of experience with visual design. Interested in print and digital communication through human centered design.

WORK EXPERIENCE

Arbor Road Church

Communications Director | March 2021-Present

Enhancing communications strategies for Arbor Road Church by employing digital, print, and web design.

- Led website and visual identity rebrand by implementing problem-solving skills and design thinking to unify 12 departments under one style guide.
 - Increased website traffic by 200% within the first six months by implementing the rebrand.
- Established centralized access to brand assets using Canva to reinforce the organization's brand.
- Crafted trustworthy branding for special events to be used on flyers, social media posts, and event materials.

Administrative Assistant, Youth Ministry | May 2019-April 2022

- Regularly communicated event information to 300 families using customized email design and payment forms.
- Created event flyers, social media posts, and other materials for events to be printed or posted online.
- Assisted the other 11 departments with various tasks to meet the needs of the organization.

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Graphic Designer | September 2019-Present

- Producing effective and visually appealing brand assets for small businesses that address client needs.
- Executing qualitative and quantitative research, iterating designs, and conducting user testing to achieve effective solutions for each industry.
- Regularly interfacing with each client to update project status, receive feedback, and outline the next steps.

PROJECT EXPERIENCE

West Coast Sweat | Red Stone Studios | July 2022-Present

Increased visibility and memberships for a new yoga studio location by designing signage and marketing assets.

SNKRS App | CSULB UI/UX Design Program | May 2022

Led and collaborated with 5 designers to find a solution for sneakerheads to connect on the Nike SNKRS app.

Passport Marketing | Nicole To Design | May-July 2021

Reimagined work portfolio for digital medium for a travel consultant by designing and launching a portfolio website.

GRAPHIC DESIGN

UI DESIGN

UX DESIGN

HUMAN CENTERED DESIGN

DOG PERSON

KINDNESS

TECHNICAL SKILLS

Graphic Design
User Research + Interviews
Wireframes
Design Iteration
User Testing
High Fidelity Design
Prototyping
Print + Digital Layout
Marketing
Adobe Creative Suite
Google Applications
Figma + Figjam
WordPress
Squarespace
Wix

EXPERTISE

Problem Solver
Strong Communication Skills
Compassionate
Empathetic
Team Lead
Project Management
Customer Service
Client Relations
Detail Oriented

EDUCATION

California State University

Long Beach, CA
October 2021-July 2022
UI/UX Design Professional
Certificate

Biola University

La Mirada, CA
August 2012-May 2016
Bachelor's Degree, Sociology,
Cum Laude