

# Lance Nichols

Hey, I'm Lance. I'm a UX/UI and digital designer with a background in graphic design, trained at Monash University's UX/UI boot camp. Skilled in the Adobe CC Suite, Figma, animation and user-centric design with proficiency in delivering user experiences across desktop, mobile, tablet and other channels. My strengths lay in creativity, teamwork, and building projects from end to end.

## Contact

### Email:

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## Qualifications

### UX/UI Certificate

Monash University

### Bachelors Degree: Comm Design

Billy Blue College of Design at Torrens University

## My tool belt

- Figma
- InVision
- InDesign
- Photoshop
- Illustrator
- After Effects
- Adobe XD
- Wordpress
- Github
- VSCode
- Some HTML
- A bit of CSS
- A dusting of JS
- Lottie files

Portfolio 

## Experience

Digital Designer 8/2020 - Present

### Petcover Group

Tullamarine

Reporting to the Head of Marketing in the UK, in a small design team of two, we service all of the design needs for the Petcover Group including Petcover Australia, Austria & New Zealand, Petplan AU & NZ and British Pet Insurance Services.

I had the opportunity to work on a number of great projects including the launch of Petcover Austria, the style rebrand of Petcover launching later in 2022 and the website redesign launch of the Petcover website for AU, AT, FR and NZ.

#### Projects and key responsibilities:

- PDS design
- Product brochures
- Interactive claim forms
- Motion graphics
- Iconography for rebrand
- Style guide for rebrand
- Pet care guide booklets
- Petcover NZ website
- Petcover AU website
- User experience
- Social media animations
- Website redesign
- Blog Assets
- Event stalls
- Promotional items
- Stationery branding
- EDM graphics
- Org Charts
- Vet partner screens
- Image sourcing
- Self appointed office dog walker :)

Packaging Designer 5/2018 - 5/2020

### United Petroleum Group & Pie Face

Hawthorn

In a small design team of two my role was very fast paced working from concept through to finished art. I was lead designer for Pie Face Australia and handled the overflow of design work from the Creative Manager's workload, being United Petroleum Projects and other adhoc.

I worked closely with United's Head of Marketing, the Retail Buyers / Category Managers and also with the CEO, COO and Product Developer of Pie Face to produce new designs from everything between sausage roll bags and billboards.

#### Projects and key responsibilities:

- ★ Pie Face Brand Standards
- ★ Pie Face Point of Sale
- ★ Motion Graphics
- ★ Product Packaging
- Product Photography
- Content Creation
- Product Branding
- Tender Presentations
- Training Manual Layout
- Video Editing
- Press Ads
- GS1 Bar code Compliance
- EDM Content
- Flyers
- Construction Mock ups
- Floor plan Drafts
- Social Media graphics
- Billboards
- Store Signage
- Livery Design
- Image Database

Digital Designer 8/2017 - 5/2018

### Eight Clients - Social Media Agency

Melbourne CBD

Working at the agency I collaborated closely with the account managers to produce social media content and stylised reports and presentations for their clients.

Generating social media content meant that I had to plan and prioritise several tasks that fit within the short time frames for fast and responsive social media, all while complying with each brand's style guidelines.

#### Responsibilities:

- ★ Brand Standards
- ★ Motion Graphics
- ★ Content Creation
- Report Presentation Design
- Infographics
- Photo shoot Assistance
- Image Cataloging
- Creative Direction
- Illustration
- Meme Creation
- Photo Manipulations
- Lightroom Editing

#### Brands I worked with:

- Dodo Australia
- HWKR Food Centre
- StrangeLove Drinks
- Real Pet Food Co.
- Nature's Gift
- Rice Paper Scissors
- Superior Seating
- The Quartier Sydney
- CanTho Kitchen
- Performance Property
- Verve Portraits
- Sage Hotels