Nicole How

Multidisciplinary Product Designer

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Toronto, Ontario

Experience.

Freelance UX Designer | Jenn Studio
May 2024 – Current

Developed responsive web designs in Webflow. Conducted UAT to optimize user experience and test flows. Design and iterate desktop and mobile interfaces using Figma, based on client feedback.

UX/UI Designer | Vibecheck (Startup)
May 2023 – August 2023

Collaborated with software engineers and operations teams through scrum meetings to translate AI features and product requirements into cohesive design system and implement human-centric UI components for our SaaS. Ensure alignment with development capabilities and product goals. Conduct early internal UAT to optimize the user experience and test flows.

Graphic Design & Multimedia Assistant | Office of Vice-President Research & Innovation
September 2023 – April 2024

Designed brand-consistent print and digital materials for advertising campaigns, including banners, brochures, and engaging social media posts. Collaborated with manager to develop concepts that complied with creative briefs and brand guidelines. Enhanced service promotion efforts through visually engaging multimedia materials.

Reference – Corey Allen | coreya@yorku.ca

Graphic Design Intern | Open Farm Pet
May 2023 – August 2023

Integrated company's brand identity into various design formats, including pitch sheets, emails, and product packaging. Collaborated with Senior Art Director and Graphic Designers to develop concepts and meet creative briefs. Prepared printed presentation materials, ensuring cohesive representation of the company's visual identity.

Reference – Adam Pittman | Adam@openfarmpet.com

Education.

Bachelor of Design (Honours), Interaction Design | York University
Awarded Entrance Scholarship

Design principles in both print and digital disciplines, including visual communication, branding, and information design. Focused on interaction design, utilizing human-centered and design systems thinking to create physical, digital, and mixed reality interfaces — developing skills in designing engaging UX and UI for various applications.

Skills

User Research & Testing	Wireframing	Branding
User Flows	Prototyping	Information Design
Design Systems	Task Flows	Web Design

Tools & Technologies

Figma & Figjam	Webflow [Client First]	Maya
Adobe CC [XD, Illustrator, InDesign, Photoshop, Acrobat, Lightroom]	Visual Studio Code	Miro
	Basic Front End [HTML, CSS, Javascript]	Notion