

# Nicole How

## Product & Visual Design

### CONTACT

how.nicole@hotmail.com

linkedin.com/in/nicole-how-2021031b3/

https://nicole-how.github.io/

www.behance.net/nicolehow

### EDUCATION

Honours Bachelor Of Design

York University

09/2020 - 04/2024

Awarded Entrance Scholarship

### TECHNICAL SKILLS

Design Thinking

Wireframing

Prototyping

Interaction Design

User Research & Testing

Task Flows

UI & UX

Information Design

Visual Identity

Typography

Branding

Social Media Posts

### SOFTWARE

Figma & Figjam

Adobe XD

Illustrator

Indesign

Photoshop

Miro

Powerpoint

Adobe Acrobat

Webflow

### EXPERIENCE

#### **VPRI, Graphic Design & Multimedia Assistant**

Toronto, Ontario (Hybrid) 09/2023 - (current)

- Developed YorkU brand-aligned digital and print media for service promotion, including brochures, banners, and social media content.
- Collaborated with the manager to create design concepts that met creative briefs and YorkU brand standards.
- Enhanced service promotion efforts through visually engaging multimedia materials.

*Reference* Corey Allen | (upon request)

#### **Open Farm Pet, Graphic Design Internship**

Toronto, Ontario (Hybrid) 05/2023 - 08/2023

- Incorporate the organization's brand identity to design (e.g email letters, assets for web, etc) and printed media (e.g packaging for our products, pitch sheets, etc).
- Collaborate with a Sr. Art Director and Graphic Designers to develop design concepts — incorporating feedback to ensure compliance with creative brief requirements and brand standards.
- Compile and prepare printed presentation materials as required

*Reference* Adam Pittman | Adam@openfarmpet.com

#### **Hack The Woods - UI/UX**

Devpost (Remote) 06/2022 - 06/2022

- Designed a high-fidelity prototype and came up with a feasible pitch around the concept of modernizing healthcare systems within 24h
- Communicate and work with a series of individuals of varying skills
- Collect data and research related to topic to identify users, competition, and related issues to our main concept
- Brainstorm ideas and create system requirements and task flows
- Create visual identity and overall design system

#### **Women In Information Technology - UI/UX (WITM)**

Toronto Metropolitan University (Remote) 02/2022 - 02/2022

- Developed a comprehensive feasible concept and prototype around the theme of accessibility
- Research and collect data and user research related to topic to identify issues and build a solution around main theme
- Design low-fidelity and hi-fidelity wireframes and prototype on Figma