

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

Graphic Designer

Open Farm Pet 05/2023 - Present

- 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

Graphic Design & Multimedia Assistant

York University Student Centre (YUSC) 06/2020 - 05/2023

- Incorporate the organization's brand identity to design digital and printed media/adverts to promote business and events
- Collaborate in formulating a brand identity with individuals of varying skills
- Design web and mobile prototypes
- Create digital mockups for swag

Reference Jordan Maderia | 416-736-2100 ext. 33525

YuRide Rebrand

Rydup 04/2022 - 05/30/2022

- Collaborate with a team to develop cohesive brand identity consisting of logos and brand guidelines
- Research competitors and collect information related to ridesharing/transit
- Design formal documents, slide deck, assets, etc

Hack The Woods - UI/UX

Devpost 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