

Nicole How

(Graphic Designer)

Hey there, I am an experienced designer whose expertise spans various digital and print-based media, including UI/UX, packaging, and communication design. I am dedicated to embracing unique perspectives, setting ambitious goals, and fostering a collaborative spirit that values continuous learning and improvement. While striving to create human-centric and interactive creative solutions, one pixel at time!

EXPERIENCE

Office of Vice-President Research & Innovation

Graphic Design & Multimedia Assistant | 09/2023—(Current)

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 | (upon request)

Open Farm Pet

Graphic Design Internship | 05/2023 - 08/2023

Incorporated company's brand identity into a range of design formats, such as pitch sheets, email correspondence, and printed materials like product packaging. Collaborated with Senior Art Director and Graphic Designers to develop concepts, incorporating feedback to meet creative briefs and brand standards. Compiled and prepared printed presentation materials, ensuring a cohesive representation of the company's visual identity.

REFERENCE // Adam Pittman | Adam@openfarmpet.com

Vibecheck

Product Designer | 05/2023 - 08/2023

Worked as lead Product Designer at startup. Collaborating with software engineers and operations teams in scrum meetings to discuss research and design for our application. Together, we translated AI features and product requirements into human-centric user friendly UI components, ensuring alignment with development capabilities and product requirements with our service in mind.

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EDUCATION

Honours Bachelor Of Design York University

Awarded Entrance Scholarship

SKILLS

Design Thinking, Wireframing, Prototyping, Interaction Design, User Research & Testing, Task Flows, UI & UX, Information Design, Visual Identity, Typography, Branding

TOOLS

Figma & Figjam, Miro Adobe Suite [XD, Illustrator, InDesign, Photoshop, Acrobat], Basic Comprehension of Code [HTML, CSS, Javascript], Webflow, Powerpoint, Maya

