Nicole How
Product & Visual Design

CONTACT

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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

- Collborate 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 mordernizing 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