

# Nicholas Hom

hobbyist / freelance  
graphic designer

## work experience

### **Profitable Good Group** | consulting associate | sep 19 – present

Advised biotech development firm on brand strategy and trademarking  
Collaborated with non-profit to create strategic messaging deck for potential investors

### **Zenfolio** | marketing insights intern | jun 19 – sep 19

Produced board-level mobile performance report that initiated development on mobile features  
Increased pageviews 16% after conducting 19 qualitative studies on optimizing organic SEO

### **Visual Fanatic** | founding member | nov 16 – aug 2017

Produced over 240 infographics on statistics from the MLB, NFL, and NBA  
Designed logo and branding materials used on products, Instagram, and weekly newsletters

## extracurricular experience

### **UConsulting** | analyst & webmaster | apr 19 – present

Rebuilt website using static HTML and CSS, then organized the migration to WordPress  
Generated demographic-based research report to enable market entry for a healthcare startup a

### **Delta Sigma Pi** | Director of Marketing | oct 18 – present

Designed flyers and t-shirts for the winter recruitment process  
Coordinated marketing campaign case to increase the relevancy of Red Bull to Gen Z

### **UCLA Club Golf** | social chair | oct 18 – present

Redesigned club apparel to realign aesthetic with updated UCLA standards

### **Snapchat** | freelance designer | mar 17 – present

Designed 13 geofilters for various areas around the Bay Area, earning over 31M impressions

### **The Roundtable** | editor-in-chief | aug 14 – may 18

Launched high school newspaper, managed day-to-day workflow of 8-member staff  
Won 2nd Place Best in Show at the NSPA National High School Journalism Convention

### **Stuart Hall High School Student Council** | director of finance | aug 14 – may 18

Designed 13 posters, 4 t-shirts, 2 banners, and other promotional materials for school events  
Balanced budget of council, and re-evaluated fundraising margins to earn an excess of \$7,000

## awards

### **UPS Market Strategy Case Competition** | 2<sup>nd</sup> place | mar 19

### **Columbia University Gold Circle: Design** | sep 17

### **JEANC Centerspread Design** | 3<sup>rd</sup> place | may 17

### **JEANC Nameplate Design** | honorable mention | may 17

## contact info

### **Portfolio:** [nickhom3.github.io](https://nickhom3.github.io)

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(415) 342-1145  
san francisco, CA

## education

### **UCLA** | expected 2022

B.A. Economics  
Digital Humanities & Entrepreneurship  
GPA: 3.61

## skills

Illustrator  
Photoshop  
InDesign  
After Effects  
Adobe XD  
InVision  
HTML/CSS/JS  
C++

## interests

Golf  
San Francisco Giants  
Michael Lewis  
Fantasy football  
Acoustic guitar  
British panel shows  
Herbie the Love Bug