

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 24 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

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 | 2nd place | mar 19

Columbia University Gold Circle: Design | sep 17

JEANC Centerspread Design | 3rd place | may 17

JEANC Nameplate Design | honorable mention | may 17

contact info

Portfolio: nickhom3.github.io

nickjhom@gmail.com
(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