

NICOLE LINDSOE

GRAPHIC DESIGNER & UX/UI DESIGNER

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Portfolio: <http://nicolelindsoe.com>

SUMMARY

Motivated UX/UI Designer with experience in the graphic design and marketing field. Thrives when collaborating with other designers to create compelling mobile and web designs that are user-centric and modern.

EDUCATION

Bootcamp Certificate in UX/UI Design: University of Minnesota-Twin Cities 2020–2021

Bachelor of Fine Arts in Graphic Design: University of Wisconsin-Stout 2015–2019

GPA 3.6 Cum Laude

TECHNICAL SKILLS

Graphic Design, UX/UI Design, Brand Identity, Basic HTML, CSS, & JavaScript, Digital & Traditional Illustration, Digital Marketing, Photo & Video Production, Adobe Creative Suite, Figma, Miro, InVision, GitHub, Communication

PROJECTS

Mellow Mutt: <http://nicolelindsoe.com/MellowMutt.html>

Mellow Mutt is an application to help dog owners train their dogs on their own time. Using AR and emotion detecting technology, Mellow Mutt will help make owners' experiences training their dog an easy and exciting one!

- Skills & Technologies Used: Design Research, Persona Creation, User Experience Design (UI/UX), Complex Mapping, Interaction Design, Prototyping, Adobe XD

United States Space Force Website Redesign: <http://nicolelindsoe.com/SpaceForce.html>

The current Space Force website's outdated visuals and cluttered information architecture make it difficult for users to find the information they need. Our solution was to create a minimalistic, but impactful redesign of the homepage and navigation in order to generate a better user experience.

- Skills & Technologies Used: User Experience Design (UI/UX), Information Architecture, Usability Testing, Persona Creation, Complex Mapping, Interaction Design, Prototyping, Figma, Miro, & Google Docs

Stone Mountain Pet Lodge Brand Style Guide: <http://nicolelindsoe.com/StyleGuide.html>

Stone Mountain Pet Lodge is a pet care facility in the Twin Cities. While working there, I discovered they had never developed their own brand identity, so I put together each piece of graphic identity into a unifying style guide.

- Skills & Technologies Used: Adobe Illustrator, Adobe InDesign, Communication

WORK EXPERIENCE

GRAPHIC DESIGNER

Stone Mountain Pet Lodge, Brooklyn Park, MN

July 2019 – October 2020

- Designed effective digital and print marketing content.
- Captured photographs for compelling marketing material.
- Formulated content to transform our social media pages.
- Devised a brand identity guide to ensure a consistent and professional look for the company.
- Worked both independently, as well as with other designers.

GRAPHIC DESIGNER & PHOTOGRAPHER

Safe Hands Rescue, Minneapolis, MN

May 2018 – September 2018

- Captured photographs for dogs' adoption profiles.
- Used photo manipulation to ensure each dog looked their best.
- Contributed ideas and designs for upcoming events.
- Donated time to help save the lives of hundreds of dogs.

LODGING LEAD & PET CARE TECHNICIAN

Stone Mountain Pet Lodge, Brooklyn Park, MN

June 2018 – October 2020

- Oversaw that employees stayed on top of their tasks and that each daily task was completed.
- Ensured each animal had a clean and safe environment while their owners were away.
- Walked, fed, and spent time with dogs, cats, and exotic animals.
- Administered medication to animals that needed it.