# Nicole Wang
## Graphic Designer

nicolexw.com

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## Education

**ArtCenter College of Design** |
09.2016–12.2020
Pasadena, CA

Bachelor of Fine Arts degree in Graphic Design. Emphasis in identity systems, digital design, and print.

## Focused coursework

**Adobe Creative Jam** | 09.2020–10.2020
UI/UX Designer, Researcher

Participated in Adobe's Creative Jam "Design for Change," focused on designing an app that empowers specific audiences to participate and improve the chain of food collection and distribution. Worked in a team of three to present high fidelity wireframes of our design solution.

**Future of Storytelling with AR** | 01.2020–04.2020
UI/UX Designer, Researcher

Collaboration with ArtCenter's Immersion Lab with Snap Inc. Researched and explored the capabilities of machine learning. Aimed to challenge the future of social narratives using machine learning, machine vision, augmented reality, cameras, and game development software. Final projects were all presented to Snap Researchers.

## Experience

**Gretel** | 11.2023-Current
Graphic Designer
New York, NY

Developed and shipped numerous rebrands, brand refreshes, and campaigns for multiple brands. Clients ranged from streaming, journalism, sports, and financial services'.

**Recess Studios** | 02.2023-Current
Senior Designer
Los Angeles, CA

Worked across Nike's SNKRS Franchises to create digital design content for their app. Concepted, lead, and presented multiple visual identities and guidelines for campaigns and brands such as the SNKRS Korea Launch and Backbone One. Concepted design directions for social content pitches.

**Wieden+Kennedy** | 03.2021-02.2023
Designer
Portland, OR

Collaborated in a team environment to research, concept, and create multiple brand identity systems from idea to launch. Assisted in writing and testing out 550+ pages of brand guidelines. Also concepted storyboards for multiple product animatics. Assisted in art directing product and campaign shoots. Took initiative on internal studio projects.

**Freelance Designer** | 2018-2023
Los Angeles, CA

Freelanced with various clients, projects ranging from research, wireframing, branding, websites, advising, and presentation design.

**Use All Five** | 10.2019-02.2020
Digital Design Intern
Marina Del Rey, CA

Created web, app, branding, animation, and social media concepts for various clients, as well as assisted studio with internal projects and updated the studio's social media. Pitched idea directions and presented processes to art and creative directors.

**Teacher's Assistant** | 05.2020-08.2020
ArtCenter College of Design

Assisted instructor Annie Huang Luck with her Advanced Print Studio course that was focused on hospitality design. Helped prepare class materials and assisted in guiding and critiquing students while also volunteering time outside of class to help provide students with additional insights

## Expertise

Strong Working Knowledge Of:

InDesign, Illustrator, Photoshop, After Effects, Adobe XD, Acrobat, Bridge, Figma, Glyphs, Keynote, Google Suite, Word, and Powerpoint

Familiar With:

HTML/CSS, Cinema 4D, Unity, Leap Motion, HTC Vive, Runway ML, and MadMapper

Analog/Craft:

Drawing, painting, sewing, book binding, and film photography

Skills:

Research, user research, wireframing, and digital presentations

## Recognition

**ArtCenter Provost's List**

Fall 2016, Spring 2017, Summer 2017, Summer 2018, Fall 2018

**ArtCenter Student Gallery**

Nbd. (Packaging) Fall 2018
Over Coming Earth (Print) Fall 2019
FTF Rebrand (Branding) Summer 2019
29 Inns (Branding) Fall 2019