

# Nicole Lavelle

## Designer + Writer

nicolelavelle@gmail.com  
nicolelavelle.com

### Nicole Lavelle Studio

#### Freelance Designer

January 2010 – Present

I offer holistic design support to researchers, design consultancies, brand teams, scholars, and cultural organizations. I contribute as a thought-partner; I am the designer who speaks research, strategy, and content.

**CLIENTS** Wealthfront, The City of Petaluma, Fibershed, The Justice Collaboratory at Yale Law School, Point Reyes Books, Berkeley Art Museum and Pacific Film Archive, Golden Gate National Parks Conservancy, Headlands Center for the Arts, Yerba Buena Center for the Arts, findhelp.org, Social Print Studio, Reimagine End of Life, Greenpeace, Portigal Consulting, Patagonia, Mattel, Nike, Arcteryx, Once Upon A Farm, Figma, Compass, Greenhorns, Handley Cellars.

### Dropbox

#### Designer

Brand Team, Research Ops, Design Research Team

March 2017 – May 2021

With the **Brand** team, I developed public-facing toolkits for the design community, contributing content creation, learning design, and iterative prototyping. For the **Head of Design and Research Operations**, I provided creative consulting on engaging employees in the adoption of Virtual First work. With the **Design Research** team, I translated complex research findings into creative outcomes, and created a library of tools to facilitate co-creative user research.

### IDEO

#### Communication Designer

July 2015 – September 2021

I contributed to IDEO's interdisciplinary teams as a Visual Communication Designer (concepting, creating visual languages and prototypes) and a member of the Production Department (final execution of digital and print deliverables).

### Duarte, Inc.

#### Presentation Designer

June 2015

I created presentations for mainstage speakers at a major technology company's large annual developer's event. I recall this experience fondly as "Keynote Bootcamp." I perfected concision, clarity, and very smooth animations.

### Open Engagement Conference

#### Design Director

January 2011 – October 2016

I led a team of designers in developing a new visual identity each year for this annual itinerant conference on socially engaged art. Annually, we produced a full suite of conference collateral including print, digital, and experiential design. I also designed publications for the conference's publishing imprint.

**ADDITIONAL EXPERIENCE** Design Educator (college-level), Digital Archivist, Social Practice Artist, Magazine Editor, Community Radio Programmer

### Skills

Graphic Design  
Creative Strategy  
Content Design  
Writing / Editing  
Proofreading / Copyediting  
Creative Direction  
Qualitative Research  
Archival Research  
Publication Design  
Presentation Design  
Collaboration  
Attention to Detail  
Clear Communication  
Design Education  
Leadership + Mentorship

### Software

Adobe Creative Suite  
(INDD, AI, PSD)  
Figma  
Keynote / PowerPoint  
Google Workspace  
Asana, Trello, Slack, etc.

### Education

**BA, Graphic Design**  
Portland State University,  
Portland OR

**MFA, Fine Arts (Social Practice)**  
California College of the Arts,  
San Francisco CA

**Summer Intensive Program**  
Design Research, Writing,  
and Criticism MFA Program  
School of Visual Arts, New York

I'm seeking new opportunities to contribute to **thoughtful, complex projects with purpose-driven** organizations.

I am based in the **San Francisco Bay Area** and available for remote or hybrid work.

Updated 01.2026