

Nicole Lavelle

Designer + Writer

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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.