

nicoleyue

graphic designer



hello@nicoleyue.design
nicoleyue.design

EDUCATION

Sept. 2016–May 2021
California State University,
Sacramento
BFA, Graphic Design
Cum laude

FOCUSES

Branding
Packaging
Content Curation
Social Media
Creative Consulting

SKILL SET

Soft Skills

- Adept in time management and team building
- Conceptual in creative solutions and research

Hard Skills

- Adobe Creative Apps:
 - Illustrator
 - Photoshop
 - InDesign
 - Dimension
 - After Effects
 - Lightroom
 - XD

EXPERIENCE

Oct. 2018–Present
Freelance Graphic Designer

- Fulfilled projects in the disciplines of:
 - Branding
 - Digital and printed materials marketing
 - Visual merchandising
 - Product packaging

Feb. 2022–Dec. 2022
The Modern Agency
Graphic Designer/Content Curator

- Designed engaging and creative social media stories and feed graphics for numerous brands
- Conceptualized visually consistent social media presence and content to achieve clients specific goals

Oct. 2021–Jan. 2022
amika
Junior Packaging and Visual Merchandising Designer

- Ensure that amika's established look-and-feel and voice is successfully implemented across all haircare products and secondary packaging
- Collaborate with cross-functional teams to oversee packaging development from concept to execution

Sept. 2020–Aug. 2021
Student Affairs Marketing and Communications, California State University, Sacramento
Graphic Design Intern

- Developed design concepts for various campaigns for Division of Student Affairs and Division partners around the University in the forms of flyers, marks, social media design, etc.
- Implemented CSUS brand book and guidelines to cohesively communicate as an extension of Sacramento State