

Nicole Yue

graphic designer

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nicoleyue.design



EDUCATION

Sept. 2016–May 2021

California State University,
Sacramento

BFA, Graphic Design

Cum laude

SPECIALIZATIONS

Branding and identity

Package Design

Creative Direction

Digital Design

Visual Content Strategy

SKILL SET

Soft Skills

- Skilled in time management, collaboration, and maintaining attention to detail
- Conceptual in creative solutions and research

Hard Skills

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

EXPERIENCE

Jul. 2023–Present

Nodpod | Brand Designer

- Designed and established a cohesive brand identity system that spans digital, print, and packaging platforms. Standardized brand guidelines to unify messaging, aesthetics, and voice, which increased brand recognition.
- Collaborated with cross-functional teams (marketing, product, development) to create visually compelling assets that enhanced brand presence, engagement, and user experience across campaigns, packaging, visual merchandising, digital, and print collateral.
- Spearheaded the redesign of key marketing materials, integrating user research insights to improve the visual appeal and functionality of customer-facing assets.

Feb. 2022–Dec. 2022

The Modern Agency | Graphic Designer/Content Curator

- Created on average 5 unique social media stories and feed graphics a week for 20+ brands, utilizing Adobe Creative Suite to boost audience reach and engagement rates.
- Developed visually cohesive social media strategies tailored to clients' goals, achieving an increase in brand visibility across Instagram and Facebook.

Oct. 2021–Jan. 2022

amika | Junior Packaging and Visual Merchandising Designer

- Ensured brand consistency by implementing amika's signature design style across 20+ haircare products and secondary packaging, enhancing customer brand loyalty.
- Partnered with product development teams to conceptualize and execute packaging designs, using Adobe Illustrator to streamline workflows and meet tight production deadlines.