

Nicole Yue

Brand Designer



hello@nicoleyue.design

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 & Creative Lead

- Designed and led a cohesive brand identity system across digital, print, packaging, and web, standardizing brand guidelines to strengthen brand recognition.
- Collaborated with marketing, product, and development teams to create strategic campaign assets, packaging, visual merchandising, and redesigned the website to enhance customer engagement and brand experience.
- Spearheaded creative direction for upcoming product launches, shaping brand strategy, visual merchandising, and marketing assets ahead of debut.

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.