



hello@nicoleyue.design  
nicoleyue.design

## EDUCATION

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

## SPECIALIZATIONS

Branding & Identity  
Packaging & Visual Merchandising  
Creative Direction  
Digital & Content Design

## SKILL SET

### Creative & Strategic

Creative Direction · Brand  
Strategy · Campaign  
Development · Visual  
Merchandising · Art Direction

### Technical

Adobe Creative Suite  
(Illustrator, Photoshop,  
InDesign, After Effects,  
Dimension, XD, Lightroom)  
· Figma · Digital, Web  
& Print Design

### Leadership

Cross-Functional  
Collaboration · Team  
Mentorship · Project  
Management · Research &  
Concept Development

## EXPERIENCE

Jul. 2023–Nov. 2025  
Nodpod | Brand Designer

- 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–Feb. 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.