



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

Art Direction · Brand Identity
Campaign Development
Digital Design · Editorial Design
Packaging Design
Visual Merchandising

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

June 2026–Present
nuuds | Senior Graphic Designer

- Lead creative for seasonal launches and promotional campaigns across email, web, social, retail, and wholesale, creating cohesive multi-channel brand experiences.
- Develop campaign identities, logo systems, and editorial design for all launches including Athletic Dept and Salt & Sand.
- Partner cross-functionally with creative, marketing, merchandising, and social teams to deliver impactful campaigns while maintaining scalable brand systems.

Jul. 2023–Nov. 2025
Nodpod | Brand Designer

- Led brand identity across digital, web, packaging, and print, creating cohesive visual systems that strengthened brand recognition.
- Partnered cross-functionally to develop campaign assets, packaging, merchandising, and a redesigned website.
- Directed creative for product launches, shaping brand strategy and marketing assets from concept to launch.

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

- Designed social campaigns and digital content for 20+ brands, producing an average of five weekly assets that increased engagement.
- Developed strategic social content aligned with client goals to strengthen brand visibility across digital channels.