

NICOLE SMITH

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Career Summary

Creative and results-driven Senior Graphic Designer with 10+ years of experience. I strive to create meaningful design solutions through eye-catching visuals while maintaining relevance. Seeking roles as a Senior Visual/Graphic Designer.

Core Expertise

Software skills: | Adobe Photoshop | Adobe Illustrator | Figma | Adobe InDesign | Adobe Premiere Pro | Adobe Lightroom | Illustration | WordPress | Sketch | Microsoft Office (Excel, Word, PowerPoint) | Keynote

Technical skills: Graphic Design | Visual Design | Photo-Editing | Video Editing | Visual storytelling | Brand identity design | Visual innovation | Motion and interaction design | Design leadership | Product branding | Generative AI collaboration | Design principles | Marketing design

Work Experience

Applovin (Machine Zone)

Senior Graphic Designer	Mar 2022 - Jan 2025
Graphic Designer	Mar 2020 - Mar 2022

- Led the creative direction and execution of 300+ sales graphics that significantly increased user engagement and drove higher in-app purchase rates.
- Provided creative leadership on outsourced design projects, offering detailed art direction, constructive feedback, and quality control to maintain brand integrity.
- Created and delivered over 30 sales graphics weekly, consistently exceeding deadlines

Information Technology Partners Inc.

Graphic Designer - Freelance	Mar 2022 - Mar 2023
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- Designed visually compelling social media assets that increased audience engagement by 20-35%, contributing to stronger brand visibility and follower growth across key platforms.
- Revamped website visuals and layout, enhancing overall user experience and driving a 25% increase in site traffic through improved visual hierarchy and accessibility.

Sunnyvale Martial Arts Academy

Graphic Designer	Jun 2018 - Mar 2020
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- Conceptualized and executed 50+ digital and print design assets, enhancing overall brand visibility
- Created high-impact print collateral, including flyers, posters, and banners, made sure consistent brand alignment and boosting event registration by 25-30%.

College of San Mateo Football

Graphic Designer - Freelance	Jun 2015 - Till date
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- Designed and executed high-impact visual assets for social media campaigns and enhance brand visibility.
- Strategically developed content that grew Instagram followers from 1K to 6K and boosted engagement by over 500%, strengthening the brand's digital presence.
- Produced 50+ graphics during peak football season (September–December), consistently meeting tight deadlines while maintaining creative consistency and brand integrity.

Graphic Designer Omlet Inc.	Dec 2018 - May 2019
Graphic Designer Kika Tech	May 2017 - May 2018
Graphic Designer Stanford University	Jan 2017 - Mar 2017
Designer Intern VIZ Media	Oct 2016 - Dec 2016

Education

Bachelor of Arts in Design, Minor in Advertising San Jose State University	2016
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