

# NICOLE SMITH

## Senior Graphic Designer

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### Career Summary

I am a seasoned and detail-oriented visual designer with a decade of expertise in brand storytelling, marketing initiatives, and digital design for tech and entertainment sectors. I have a successful track record of producing high-value visuals that enhance user experience and increase brand performance. I am passionate about gaming, brands, and crafting immersive experiences.

### Core Expertise

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

**Technical skills:** Graphic Design | Visual Design | Photo-Editing | Video Editing | Visual storytelling | Presentation Design | Brand identity design | Visual innovation | Motion and interaction design | Design leadership | Product branding | Generative AI collaboration | Design principles | Marketing design | Cross-functional teams | Color Theory | Typography | Communication Skills | Project Management

### Work Experience

#### Applovin (MZ)

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 for Applovin’s mobile games including Final Fantasy XV, Mobile Strike, and Game of War
- 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 using Adobe Photoshop Illustrator, consistently exceeding deadlines, working with cross-functional teams
- Organized all projects through Jira to keep track of current projects and provide visibility for all cross-functional teams
- Created presentation designs for all-hands meetings using PowerPoint and Google Slides
- Designed app store icons and in-game logos using Adobe Illustrator and Photoshop

#### Information Technology Partners Inc.

Graphic Designer - Freelance	Mar 2022 - Mar 2023
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- Designed visually compelling social media assets (Instagram and Facebook) and marketing campaigns that increased audience engagement by 20-35%, contributing to stronger brand visibility and follower growth across key platforms
- Revamped website with website banners, mastheads, and icons using Adobe Photoshop and Figma, ensuring responsive design and enhancing overall user experience and driving a 25% increase in site traffic through improved visual hierarchy and accessibility
- Designed marketing assets including print and digital flyers, infographics, email signatures and business cards using Adobe Illustrator and Photoshop
- Presentation design using PowerPoint and Adobe Photoshop

#### 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 using Adobe Photoshop and Illustrator, ensured brand consistency across all print collateral, boosting event registration by 25-30%
- Lead the marketing campaign for all Black Belt shows, created the logo for each show, flyers, posters, tickets, t-shirt designs, and social media graphics (Facebook and Instagram)

## **College of San Mateo Football**

Graphic Designer - Freelance

Jun 2015 - Ongoing

- Mentored interns and provided critical feedback on work
- Designed the online brand identity and aesthetic for the CSM football team, ensuring the school's brand guidelines were met
- Designed and executed visual assets for social media campaigns, including graphics for Game Day, game schedules, player of the week graphics and championship logos to enhance brand visibility
- Produced 50+ graphics per season, consistently meeting tight deadlines while maintaining creative consistency and visual brand

## **Omlet Inc.**

Dec 2018 - May 2019

Graphic Designer

- Created social media graphics and in-app ads
- Designed logos for esports teams
- Provided and created marketing assets such as in-app mockups and screenshots for cross-functional teams

## **Kika Tech**

May 2017 - May 2018

Graphic Designer

- Designed graphics for company product, including keyboard themes and stickers
- Worked closely with the marketing, executive, and product teams to implement design solutions such as video animation, trade show booth design and social media graphics

## **Stanford University**

Jan 2017 - Mar 2017

Graphic Designer

- Created advertisements for classes to be placed in newspapers, and for postcard/online ads
- CMS editing for the Stanford Continuing Studies website

## **VIZ Media**

Oct 2016 - Dec 2016

Designer Intern

## **Education**

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**Bachelor of Arts in Design, Minor in Advertising**

2016

San Jose State University