

NICOLE SMITH

Senior Graphic Designer

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nicolewsmith.com

Career Summary

I am a seasoned 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 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 (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.
- 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

- 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

- Conceptualized and executed 50+ digital and print design assets, enhancing overall brand visibility
- Created high-impact print collateral, including flyers, posters, and banners, ensured brand consistency across all print collateral, boosting event registration by 25-30%.

College of San Mateo Football

Graphic Designer - Freelance

Jun 2015 - Till date

- Mentored interns and provided critical feedback on work
- Strategically developed content that grew Instagram followers from 1K to 6K and boosted engagement by over 500%, strengthening the brand's online presence.
- Designed and executed visual assets for social media campaigns and enhanced brand visibility.
- Produced 50+ graphics per season, consistently meeting tight deadlines while maintaining creative consistency and brand integrity.

Additional Experience

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

Education

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