

DESIGN BY

NINA

education

CALIFORNIA POLYTECHNIC STATE UNIVERSITY, SAN LUIS OBISPO

BACHELOR OF SCIENCE, GRAPHIC COMMUNICATION

Concentration: Design Reproduction Technology

Minor: Integrated Marketing Communication

Graduated: June 2018

Dean's List - Fall 2016; Spring 2015, 2016, 2017, 2018

STUDY ABROAD SUMMER 2016

ANGLO-AMERICAN UNIVERSITY | PRAGUE, CZECH REPUBLIC

Cultural Experiences Abroad—Liberal Arts &
Social Sciences

contact

NINADESIGNCO.COM

WEBSITE & PORTFOLIO

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LINKEDIN

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PHONE NUMBER

technology

DESIGN

Adobe Photoshop

Adobe Illustrator

Adobe InDesign

Procreate (Handlettering)

VIDEO

Final Cut Pro

Adobe After Effects

Adobe Animate

WEB

Social Media Marketing

Drupal

HTML and CSS

Squarespace

Wix

Wordpress

Sketch

OTHER

Microsoft Office

HTML Email Design

(Mailchimp + Pardot)

Microsoft Excel

Canon DSLR Camera

Event Planning

Mural Design

awards

DREAMS FOR SALE 2018 SEMI-FINALIST

"Dreams For Sale" 2018 Movie Poster Competition
with the San Luis Obispo Museum of Art

design work experience

WSC, GRAPHIC DESIGNER & BRAND MANAGER

SAN DIEGO, CA

JANUARY 2019 – PRESENT

- » Work full-time with clients to help grow their public outreach in the West Coast water industry. This ranges from web design, information graphics, video production, presentations, branding and print collateral
- » After rebranding the company with a small team, I now manage the company's brand, including their social media, website, blog, and marketing collateral

LIFEWATER INTERNATIONAL, GRAPHIC DESIGNER

SAN LUIS OBISPO, CA

JULY 2018 – JANUARY 2019

- » Work full-time on the marketing team to create digital and print campaigns to raise money to support rural villages in Africa and Asia
- » Created the UX/UI designs for the complete website redesign that launched Nov. 1
- » Create eye-catching digital ads that meet Facebook and Google ad standards
- » Design logos for the annual BBQ, monthly giving club and the Lifewater brand revamp
- » Create all collateral—programs, table cards, apparel—for the annual Lifewater BBQ
- » Put together slide decks for quarterly board, monthly staff meetings, and donor events
- » Work to put together our weekly social media plan and execute design of each post
- » Use Mailchimp and Pardot to create emails that go out to donors every week

MOUNTAINBROOK CHURCH, GRAPHIC DESIGNER

SAN LUIS OBISPO, CA

AUGUST 2017 – JULY 2018

- » Work 10 - 15 hours directly with the Creative Pastor to create all creative content
- » Run 4 websites, create social media content, magazines, book cover designs, apparel, weekly bulletins, and announcement slides/posters
- » Create lyric videos and album covers for Mountainbrook Kids Worship
- » Create training materials for the national Vineyard Kids ministry
- » Planned a conference to take a place at Mountainbrook Church in January for all Vineyard Church leaders on the West Coast called Fresh Eyes

CAL POLY STRIDE, MEDIA & GRAPHICS COORDINATOR

SAN LUIS OBISPO, CA

JANUARY 2016 – JANUARY 2018

- » Work 10 - 20 hours a week to create posters, logos, brochures, etc. for the on-campus Center for Obesity Research (STRIDE)
- » Update STRIDE's Facebook page and Drupal website and take photos at events
- » Produce an online quarterly newsletter and work with Cal Poly branding guidelines

FREELANCE GRAPHIC DESIGN

San Francisco City Impact, Website Redesign and Branding

MARCH 2020 – PRESENT

- » Redesigned their primary site in Squarespace and gave their brand a refresh
- » Designed 2 microsites for their Child Sponsorship Program and their Leadership School in Squarespace (both of these also required rebranding – logo, color palette, typography)
- » Created wireframes in Invision and collaborated with client to create final products
- » Designed mood boards and went through rounds of revisions to create the sub-brands

Halle Project, Website Redesign

JANUARY 2020

- » Redesigned website on Squarespace for Halle Project, a freelance travel photographer

"Best News Ever" Children's Book

OCTOBER 2018

- » Illustrated the children's book called "Best News Ever" written by Becky Olmstead through the National Vineyard Church
- » Used Procreate on my iPad to hand-letter the story and illustrate each page