Nicole Dowling

Digital Designer & Illustrator

Selected Experience

Present — **Graphic Designer**

Illinois Agricultural Association
Bloomington, IL | **June 2020 - Present**

- 3+ years of experience in visual design for the agriculture industry
- Develops 1,000+ branded marketing projects from concept to execution including platform-specific social media promotion, presentation slide decks, digital templates, print marketing, and display signage with the Adobe Creative Suite
- Creates award-winning editorial campaigns including a newspaper read by 70,000 farmers per week using photo editing, visual storytelling, and typography expertise

06.2020

Present — **Visual Designer**

Illinois Junior Chamber (Jaycees - Volunteer)
Bloomington, IL | **November 2022 - Present**

- Designs logos and social media marketing graphics to promote fundraising events
- Coordinates with vendors and board members to create a consistent event brand for a local charity fundraiser with over 1,000 attendees on average

11.2022

06.2020 — **Senior Graphic Design Intern**

EnterpriseWorks Startup Incubator
Urbana-Champaign, IL | **May 2019 - June 2020**

- Developed brand identities and digital marketing strategy for 7 startup clients
- Boosted attendance at 20 events using custom illustrations and typography for digital social media graphics and print advertising
- Led the art direction and editing of a photo shoot for a tech startup with 1,000+ followers to boost engagement on social media
- Mentored and managed project workflows for a team of 4 visual designers

05.2019

08.2018 — **Creative Team Intern**

Solid Light, Inc. Experience Design Firm
Louisville, KY | **May 2018 - August 2018**

- Conceptualized an 11' tall interactive graphic using wireframes, mockups, information architecture, and ADA accessibility considerations to follow user experience best practices
- Presented my work to the CEO and creative board which led to positive changes in the company's wayfinding graphics

05.2018

Portfolio

www.nicoledowlingdesigns.com

Education

University of Illinois at Urbana-Champaign

August 2016 - May 2020

BFA in Graphic Design
Minor in Psychology

Skills

Design

Branding • Color Theory
Data Visualization • Digital Marketing
Illustration • Page Layout
Photo Editing • Responsive Web Design
Social Media Design • Typography
UI/UX • Video Editing

Operations

Analytical Problem-Solving
Conflict Resolution
Presentation Skills
Project Management
Stakeholder Coordination
Timeline Management
Verbal & Written Communication

Software

Adobe InDesign
Adobe Illustrator
Adobe Photoshop
Adobe XD
Adobe Premiere Pro
Adobe After Effects
Adobe Animate
Canva
Microsoft Office
ProCreate Illustration
WordPress