

NICOLE BLUE

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PROFESSIONAL EXPERIENCE

Creative Designer at AWAL – 2021-

Supporting the creative director across all active artist campaigns, AWAL socials, and internal brand initiatives. Responsibilities include development and implementation of creative marketing strategies, creative direction, graphic design, motion design, logo development, client presentations, client relationship building, brand strategy and visual identity development, video editing and direction, AR filter and website design.

Creative Director for Unusual Demont – 2020-

Directing and producing all creative for musical artist Unusual Demont. Responsibilities include: developing overall brand strategy and narrative; creating and maintaining visual consistency across graphics, artwork, videos, and photos; styling and curating his person;

Experiential Designer at MKG – 2018-

Designer – 11/19 -

Associate Designer – 2/19-11/19

Freelance – 7/18-2/19

Leading and supporting on large brand activations for high profile clients such as Netflix, Google, and Delta Air Lines. Responsibilities include leading small teams of designers, client communications and creative presentations, vendor comms, graphic design, spatial planning, 3D modeling and rendering, build management, and creative deck production. Additionally I have been spearheading sustainable process development within the agency as well as playing a key role in the intern program.

Creative Consultant for Yeezy Apparel LLC – 2018

Working directly with Kanye West ideating and designing in the early development of high level creative concepts.

Founder and Creative Director of wastedLA – 2018-

Experimental streetwear brand creating one of a kind pieces of clothing out of upcycled materials.

Freelance Designer – 2018-

Working on a variety of projects including the design of the Future of Fashion exhibit at the LA Textile Conference, helping to start the first ever Vegan Fashion Week, and consulting on the branding development of educational VR startup Virtua.

Freelance Graphic Design and Motion Graphics – 2017-

Working primarily with music labels to develop content for their artists; past clients include *Dirty Bird Records* and *Claude Vonstroke*, *Goldenvoice*, *RocNation* Producers, as well as a variety of independent artists.

Freelance Photographer – 2011-

Working in a variety fields from portraiture to real estate photography, most recently emphasizing candid portraiture, lifestyle and editorial photography.

USC School of Architecture Design Build Assistant – 2017

Working with the School of Architecture to prototype and create shop drawings for a presentation display system.

Architectural Intern at the Office of Mobile Design – 2016-2017

Working on a variety of projects from pre-fab playhouses to off the grid luxury homes on wheels.

Architectural Intern at Tiscareno Associates – 2014-2015

Working primarily on mixed use residential buildings in the greater Seattle Area.

RELEVANT SKILL SETS

Technical Skills

Photoshop, InDesign, Illustrator, AfterEffects, PremierePro, Rhino, Grasshopper, VRAY, KeyShot, SketchUp, Podium, AutoCad, Processing, HTML, CSS, JavaScript, and Microsoft Office Suite.

Physical Skills

Architectural Model Making, Woodworking, Sketching, Sewing, Film and Digital Photography, Resin and Concrete Pouring, Sculpture, and Working with a variety of obscure found objects and materials.

Conceptual Skills

Rapid Ideation and Prototyping, Experiential Design, Branding and Art Direction, 3D and Graphic Design, Sustainable System Development

Soft Skills

Highly Adaptive and Intuitive, Thrive in Fast Paced Environment, Enthusiastic and Empathetic Team Player

EDUCATION

2018

University of Southern California: 3.7 GPA

Bachelor of Architecture from School of Architecture

Honors in Multimedia Scholarship from M+AP Division of School of Cinematic Arts

Minor in Digital Studies from School of Cinematic Arts

2016

The University of Hong Kong, Meiji University, and Turenscape Academy

Intensive workshops done with the faculty and students at each school while studying abroad in Hong Kong, Japan, and China.

2013

Woodinville High School: 3.99 GPA

Top of a class of about 500 students.

HONORS AND AWARDS

2019

Vegan Designer of the Year

As part of the second showing of Vegan Fashion Week, I was awarded the honor of best Vegan Designer of the year at an awards night at the ACE Hotel in DTLA. Other Honorees included Kate Nash (Best Vegan Icon), Parker Day (Best Vegan Photographer), Tara Swennen (Best Vegan Stylist). and Madrona Redhawk (Best Vegan Make Up Artist).

2018

Interdisciplinary Award

Award received at the University of Southern California Undergraduate Research Symposium (Arts Category), for outstanding interdisciplinary work, combining architecture and new media.

Discovery Scholar

"The Discovery Scholar distinction honors students who excel in the classroom while demonstrating the ability to create exceptional new scholarship or artistic works."

Tau Sigma Delta Honor Society

Inductees are from the top 20% of their architecture school class.

Avi Geshundeit Travelling Research Fellow

Recipient of a grant to do independent travelling research. Topic focused on Moorish Architecture in Spain and Morocco. Trip culminated with the creation of a book.

2014

Alpha Lambda Delta Honor Society

Society recognizing High Achieving College Freshman.

2013

Deans Scholar

Award from University of Southern California for outstanding scholastic achievement.

Photography Exhibited in the Seattle Art Museum

Third Place winner in the Documentary category of the Washington State High School Photography Competition. Image was part of a traveling exhibition that visited museums throughout Washington state.

Valedictorian

Woodinville High School Valedictorian.

National Merit Commended Scholar

For exceptional test scores.

AP Scholar with Distinction

For exceptional test scores on 7 Advanced Placement tests.

2011

Photography Exhibited in the Seattle Art Museum

Second Place Winner in People B&W Category of Washington State High School Photography Competition. Image was part of a traveling exhibition that visited museums throughout Washington state.

INTERVIEWS AND SPEAKER APPEARANCES

2019

Panelist at Vegan Fashion Week (October 11) Speaker Series
“Innovators & Circularity in the Fashion Industry”

Interview with Nylon Magazine

On camera interview about ethical, vegan, and sustainable fashion and future trends.

Panelist at Vegan Fashion Week (March 19) Speaker Series
“Innovators & Circularity in the Fashion Industry”

Panelist at Vegan Fashion Week (October) Speaker Series
“Circularity: The Alternatives for a Sustainable and Conscious Future”

USC Architecture Next Gen Speaker

Invited to present at a pecha kucha with 19 other up and coming USC Architecture graduates on recent work outside of the traditional realms of architecture to show the boundless possible implementations of an architectural education.

2018

Panelist at The Future of Fashion at the LA Textile Conference
“Circularity: The Art of Upcycling for a Sustainable and Conscious Future”

Interview for Most Prominent Co.

Interview for a startup that raises awareness about sustainable streetwear.

2016

Dwell Magazine Cover

Work done in collaboration with Gabriela Schwiezer for the Office of Mobile Design featured on the cover of Dwell Magazine.