

NICOLE BLUE

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EDUCATION

UNIVERSITY OF SOUTHERN CALIFORNIA

School of Architecture
Bachelors of Architecture

School of Cinematic Arts
Honors in Multimedia
Scholarship and a
Minor in Digital Studies

SKILLS

- Experiential and Environmental Design
- Branding and Art Direction
- Motion and Graphic Design
- Video Direction and Editing
- Highly Adaptive and Intuitive
- Thrive in Fast Paced Environment
- Extremely Organized
- Adobe Suite
- Gsuite
- SketchUp + Podium
- Rhino
- VFX + GFX
- Content Production
- Photography and Post Production
- Works well with difficult clients
- Enthusiastic and Empathetic Team Player

HONORS AND AWARDS

2019 Vegan Designer of the Year

2018 Interdisciplinary Research Award

2019 Interviewed by *Nylon Magazine*

2018 Discovery Scholar

SIDE HUSTLES

VEGAN FASHION WEEK

Catchall Passion Project

March 2019, October 2019

Working closely with the founder to create an experience that drives the fashion industry forward ethically, sustainably, and innovatively. With a shoe string budget we were able to create a series of events with more than \$6 million in media value and over 100 million social impressions.

EXPERIENCE

AWAL

Creative Designer

2021 -

Supporting the creative director across artist campaigns as well as leading the visual evolution for AWAL socials, and working cross functionally with internal marketing teams and external creative partners. Responsibilities include development and implementation of creative marketing strategies for artist campaigns, art direction, graphic and motion design, template development and maintenance, logo design, client presentations, brand strategy and visual identity development, video editing and direction. Key artist projects include; BANKS, Djo, THEY., mxmtoon, Samm Henshaw, Lauren Jauregui, and Little Simz.

MKG

Experiential Designer

2018 - 2020

Leading and supporting on large brand activations for high profile clients such as Netflix, Google, and Delta Air Lines as well working consistently across activations for marketing campaigns with Pernod Ricard. Responsibilities include client communications and creative presentations, vendor comms, graphic design, spatial planning, 3D modeling and rendering, build management, and creative deck production. I played a key role in the intern program providing mentorship as well as lead small teams of 1-4 designers for my larger scale projects.

YEEZY APPAREL LLC AND YE

Creative Consultant

2018

Working directly with Kanye West on a number of high level conceptual projects; topics included fashion, environmental design, social justice, and sustainability. Work included design research, rapid ideation, concepting, strategy, 2D and 3D visualization of still and moving content.

FREELANCE CREATIVE

Multidisciplinary Designer

2017 -

Working primarily on music related content for the likes of Goldenvoice, RocNation, Dirtybird Records as well as with a variety of indie artists. Outputs include; creative and art direction, branding and creative marketing strategy, video production, direction and editing, graphic and motion design, photography and photo retouching and editing. As creative director for Unusual Demont I've built out visual narratives across web, digital, and print that capture his personality and help drive home key marketing goals for this up and coming artist.