



**NICOLE TUIE | GRAPHIC DESIGNER & PHOTOGRAPHER**

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## EDUCATION

### PHILADELPHIA UNIVERSITY | PHILADELPHIA, PA

Major: *Graphic Design Communication*

Minor: *Photography*

Bachelor of Science, May 2015

Kanbar College of Design, Engineering, and Commerce

## EXPERIENCE

### LINCOLN INVESTMENT | FORT WASHINGTON, PA

*Junior Designer, Marketing & Communications | November 2015–Present*

Actively collaborate on marketing team to develop print and web materials for use by financial advisors to reach their customer base. Develop logos, themes, posters, advertisements, webpages, flyers, newsletters and various other marketing materials for multiple target audiences. Maintain visual components for multiple social media outlets and websites to engage clients.

### FREELANCE PHOTOGRAPHER

*Studio, Portrait, Sport and Landscape Photographer | September 2012–Present*

Photograph still life, commercial and portrait subjects in a professional studio environment. Capture outdoor sporting events, portrait sessions and landscapes in addition to professionally editing and presenting photographs to clients.

### INVISIYOUTH CHARITY | NEW JERSEY

*Graphic Designer/Photographer, Nonprofit | December 2014–August 2016*

Voluntarily created, conceptualized, and branded entire nonprofit organization. Designed, developed and maintained print collateral and web components. Continuously created new materials to promote and raise awareness of organization as well as photographed events and materials for promotional purposes.

## ACHIEVEMENTS

*Member, AIGA Philadelphia Chapter | March 2015–Present*

*Member, AIGA Philadelphia University Chapter | 2012–2015*

*Graphic Designer, Future Alumni Assoc. Exec. Board | 2011–2015*

*Recipient, Martinson Fund Award for Capstone 2015 | Spring 2015*

*Recipient, AIGA Design For Good Award of Merit | Spring 2015*

## SKILLS

Mac & PC | Adobe Creative Cloud | Microsoft Office

35mm Film | Medium & Large Format View Camera

Black & White Film Processes | Digital Photography | Studio Practices

Conceptualization | Typography | Letterpress | Systems Design

Brand Identity | Publication Design | HTML & CSS | Web Design

### PHILADELPHIA UNIVERSITY | PHILADELPHIA, PA

*Graphic Design Assistant, Public Relations | August 2014–October 2015*

Created and updated university promotional material to acquire and retain students. Maintained cohesive brand uniformity for various departments when developing pieces such as advertisements, flyers, postcards and email blasts.

### FREELANCE DESIGNER | PHILADELPHIA, PA

*Graphic Designer | December 2014–March 2015*

Collaborated and conceptualized on a multidisciplinary team to develop a brand for a startup equestrian riding pant company. Independently executed brand identity including logo, wordmark, and tagline to be produced on clothing, hangtags, and other collateral.

### DREMODELING | PHILADELPHIA, PA

*Graphic Design Intern, Remodeling Contractor | June–September 2014*

Conceptualized and rendered marketing materials such as brochures, infographics and information sheets to increase customer base. Researched and interacted with clients to better meet their needs.

*Participant, Inclusive Leadership Conference | Spring 2015*

*Participant, Philadelphia University Design Workshop | Spring 2014*

*Participant, Georgia–Pacific Industry Sponsored Project | Spring 2014*

*Workshop, Lead Graffiti Letterpress–Newark, Delaware | Fall 2013*

*Member, LEAD Scholars–Philadelphia University Chapter | Fall 2013*

## INTERESTS

Vintage Cameras | Thrifting | Photography Ventures | Film Processes