



NIKKI KELLER

Graphic Designer

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“ My background in design, communications and storytelling empowers me to create impactful, user-centered designs. Working in a disciplined team environment and fast-paced settings gave me the ability to be flexible, communicate efficiently and handle tight deadlines.

Work Experience

Graphic Designer – Freelance Sept 2021-Present

Communicate & collaborate with clients to understand project requirements & objectives to bring client visions to life.

- Create brand identities including logo designs & guidelines, visual identities, custom illustrations & conceptual mockups incorporating client feedback.
- Prepare printed files such as invitations, wedding stationary & business cards for production & prepress, ensuring accuracy & adherence to specifications.
- Clearly articulated design decisions & ideas to stakeholders & worked directly with printers to ensure the quality & consistency of produced materials.
- Manage multiple projects simultaneously and deliver high-quality work within deadlines while maintaining organized records of design files.

Graphic Designer – Fit Foods Feb 2022-June 2024

Responsible to lead and collaborate on a variety of engaging digital & print design projects from conception to delivery for multiple brands while maintaining brand consistency.

- Helped with everyday design which included but is not limited to: web, landing pages, digital & print marketing ads, social media, tradeshow & video editing.
- Participated in the creative ideation process, developing new ideas and offering a fresh perspective to enhance preexisting themes & concepts.
- Researched, created mood boards, and conceptualized design visuals inspired by mainstream trends & industry competition to help drive user growth.
- Produced asset breakdowns for deliverables while juggling multiple projects & prioritizing them to deliver on time to clients & internal departments.

Graphic Design Intern – Darkroast Design Jan 2022-Feb 2022

Accountable to provide support to the lead designers with creative design work for clients.

- Responsible for time management, prioritization and completion of assigned tasks while creating multiple versions & adopting revisions for clients approval.
- Developed various print, motion, and web designs for a range of clients following multiple brand guidelines & maintaining brand consistency.
- Packaged & generated final print & digital files according to provided specifications for the distribution to printers & clients.

Brand Designer & Art Director – Salt July 2021-Nov 2021

Developed a brand strategy by employing my UX skills & conducting user-centered research & interviews to define target audiences & gather their needs from the brand.

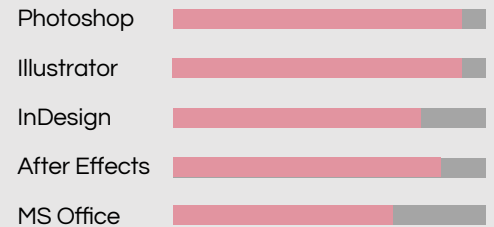
- Utilized my skills in Adobe InDesign & Illustrator to design the brand identity including brand guidelines, brand applications, logo design, and logo guidelines.
- Provided image retouching, manipulation & editing to ensure all brand photography aligned with the guidelines & standards.
- Sketched the wordmark of the logo & created a custom typeface in Adobe Illustrator to add a unique look & feel to the visual identity of the brand.

References available upon request.

Education

- Digital Design
College Diploma | Jan 2021-Dec 2021
Vancouver Film School
- Stagecraft & Events Technology
College Diploma | Sept 2018- June 2020
Douglas College

Software Skills



Specialties

- Marketing Design
- UX/UI Design
- Motion Design
- Art Direction
- Storytelling
- Communication

Achievements

- Most Supportive Designer
Vancouver Film School | Dec 2021
Recognized by my peers for my exceptional support & problem-solving skills.
- Best Brand Design
Vancouver Film School | Dec 2021
Voted Best Brand Design by my peers for my graduate project, Salt.
- Diploma with Honours
Digital Design, Vancouver Film School
Cumulative Average of 94.48.

Interests

