



# NIKKI KELLER

Graphic Designer

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“ My background in design, communications and storytelling empowers me to create user-centered pixel perfect 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

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

A surf shop and gym where women can train during the off season and be surrounded by a community of empowered women in a motivating and comfortable environment.

- Utilized my skills in Adobe InDesign and Illustrator to design the brand identity including brand guidelines, brand applications, logo design, and logo guidelines.
- Developed and refined a brand strategy by employing my UX skills and conducting user-centered research and interviews to narrow down my target audience and gather their needs from the brand.
- Sketched the wordmark of the logo and created a custom typeface in Adobe Illustrator to add a unique look and feel to the visual identity of the brand.

**Brand Designer & Art Director - 4 Optimizing** May 2021-July 2021

Healthy, hand-crafted chocolate desserts that allows athletes to enjoy treats everyday without feeling guilty.

- Directed the visual identity of the brand design, website design, and social media campaign by creating a one-page brand guideline for my team to follow to create a cohesive overall design.
- Led my team and communicated across other departments to ensure a cohesive brand experience and keep all members organized and on schedule while supporting them.
- Created and refined packaging, brand, motion, and graphic designs with conceptual mockups based on feedback from the client and team members.
- Collaborated with multiple stakeholders, including the client, to ensure the quality standard was met.

**Small Business Owner - Home Sweet Home Decorr** April 2019 - Present

A small, local business that turns your house into a home with unique, wooden decor tailored to you and one-of-a-kind pieces that are all handmade.

- Communicated with and sought out over 150 various and loyal clients through Instagram, Email, and Facebook and logged all orders and purchases through Microsoft Word.
- Created conceptual mockups and designs for the clients approval and feedback using Cricut Design Space and Adobe Illustrator.
- Utilized my carpentry skills to cut, build and sand the wooden signs as well as implemented my art skills to paint, stencil and vinyl the signs with the desired designs.

**Power Seller / Key Holder - La Senza** July 2016 - June 2017

Accountable for providing a comfortable and luxurious experience for customers resulting in new and loyal customers.

- Maintained \$255 in sales per hour competitively against other sellers, while running store segments, coaching associates, maintaining an organized store, and supporting customers.
- Accountable for opening and closing the store and counting the tills to ensure the proper amount of float-cash was in each till as well as reliably dropping off the remaining cash at the end of the night to the ATM.

**Lead of Stock and Visuals**

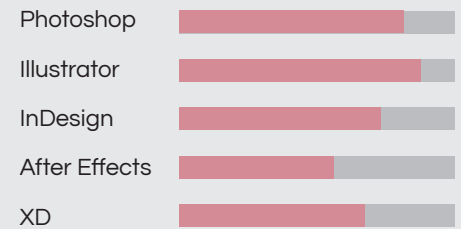
- Responsible for receiving and processing shipments in a timely manner while keeping an organized backroom and restocking the store according to sales.
- Accountable to run floor sets, rearranging the store displays to showcase the new products, reorganizing the store, instructing associates, and keeping them on track.
- Reliable to train associates in processing shipments and merchandise as well as train them in sales and as cashiers in a manner that worked well for the individual's learning style.

## Education

**Digital Design Diploma**  
Vancouver Film School Jan-Dec 2021

**Stagecraft & Event Technology Diploma**  
Douglas College 2018-2020

## Software Skills



## Specialties

- Brand Design
- Art Direction
- Creative Writing
- Storytelling
- UX Research
- Communication

## Awards

**Dean's List Honour Roll**  
Douglas College Sept 2019  
Maintained a 4.0 GPA

**Honour Roll**  
Douglas College 2018-2020  
Maintained a 3.7 GPA

## Interests

