



# NICOLE BARBOSA

## GRAPHIC DESIGNER

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I'm a creative, motivated and detail-oriented Graphic Designer with over six years of experience in **branding, social media, packaging, digital and print design**. My passion for design began in high school by chance and quickly grew into a lifelong career. I thrive both independently and in collaborative team environments, where I enjoy turning ideas into visual experiences that influence how people connect with a brand. I'm dedicated to creating meaningful, visually compelling designs that not only look great but also deliver real results.

## PROFESSIONAL EXPERIENCE

### Nix Graphics – Freelance Graphic Designer

Nov 2023 – Present

- Designed **branding, packaging, and marketing materials** for clients including Turo, Purpose Automotive, DACS Marketing, Creativly Consulting, Razor Creative and Memory Tree.
- Delivered high-quality, deadline-driven **assets for social, digital, and print campaigns**.

### Memory Tree Productions – Graphic Designer

Feb 2022 – Sep 2023

- Designed **presentations, data sheets, social media content, and storyboards** for various brands such as OPHEA, Economical Insurance, Opentext, Rocket Software and CSA.
- Collaborated with animators and editors to create **illustrated assets** and design for motion graphics.

### BMS Enterprises – Graphic Designer

Sep 2020 – Feb 2022

- Created **magazine ads, product packaging, and brand identities** for brands such as PowerBullet, Palmpower, Addiction and more.
- Managed design for **social media, print collateral, web banners, and product catalogs**.

## EDUCATION

**Humber College** – Advanced Diploma in Graphic Design with Honours

## DESIGN SKILLS

- Brand Identity Design
- Web & App Design
- Editorial & Layout Design
- Package Design
- Social Media Content Creation
- Video Editing
- Creative Project Management

## TECHNICAL AND SOFTWARE SKILLS

- Adobe Creative Suite
  - Illustrator
  - Photoshop
  - InDesign
  - XD
- Figma
- Canva
- CapCut & Edits
- Klaviyo
- Microsoft Office Suite



## CAREER HIGHLIGHTS

- Completed **200+ creative projects** across branding, packaging, editorial, and digital platforms.
- Produced design solutions for **5+ industries**, increasing brand consistency and engagement.
- Balanced **10+ clients** while delivering **30+ projects** within tight deadlines.
- Created **20+ animated design assets** for campaigns viewed by **300+ users**.
- Ensured consistent, high-quality output across multiple brands with distinct visual identities.

## CERTIFICATES

- **AODA** – June 2025
- **Social Media Marketing Certification Course** – November 2025