



Nicolas Wong

Graphic Designer

Chicago Metropolitan Area (open for relocation)

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Check out my [LinkedIn](#)

Experiences

Graphic Designer

July 2024 - Present

RLD Creative / Elgin, IL

- Advised 5+ real estate clients, including a TOP 2 national student housing company with over 141 communities, on digital and print campaigns, achieving 80%+ consumer engagement.
- Redesigned 3+ websites to enhance user experience, implementing intuitive layouts with Figma's components and auto-layout. Provided strategic guidance to improve user usability and navigation.

Graphic Designer

August 2023 - May 2024

Design Streak Studio / Normal, IL

- Directed 7 diverse stakeholders to deliver multiple creative campaign projects, such as logos, posters, brochures, website assets, photo & video editing using Illustrator, Photoshop, InDesign, and After Effects.
- Worked in a team of 9 designers to brainstorm ideas in a fast-paced professional environment and implement constructive criticism.

Front-End Developer

August 2023 - May 2024

Illinois State University CAS-IT / Normal, IL

- Designed user tests and UX cases to enhance human-centric accessibility, increasing web and mobile traffic by up to 100% through end-to-end process development and technical solutions.
- Collaborated with a cross-functional team of PMs, engineers, writers, and a director to debug and oversee 18+ websites using a CMS, utilizing HTML, CSS, and JavaScript.

Content Creator

August 2020 - Present

TikTok, Twitch, Twitter, Instagram, YouTube

- Crafted engaging videos and reels reaching over 400% growth, averaging 15-20% engagements rate per posts, achieving over 26,000 followers and 8.8 million overall likes.
- Researched on current trends and adapted to changes in media algorithms, resulting in reaching 400k+ users across variety of platforms on a weekly basis.
- Managed 5+ self-started social media accounts on a daily basis.

Social Media Manager

August 2022 - July 2023

Illinois State University Office of Admissions / Normal, IL

- Successfully impact an Instagram following by 500% on an annual basis, by deploying effective growth strategies on marketing videos using relevant hashtag trends and cross-promotions.
- Increased audience performance by 30%, through promoting digital content that targeted specific consumers (-6000+ students per year).
- Tracked and analyzed feedback through data analytics, using A/B testing, growth strategy, and KPIs targets to maximize user interaction.

Skills

Adobe Creative Suite

Illustrator, Photoshop, XD, InDesign, After Effects, Premiere Pro, Acrobat

Programming Languages

HTML5, CSS3, SCSS, JavaScript, Python

Technical Skills

Wireframing, Page Layout, Prototyping, Typography, Branding, User Research, Iconography, Social Media Marketing

Soft Skills

Leadership, Detail-Oriented, Time Management, Communication, Adaptability, Analytical

Educations

Bachelor of Science Graphic Design

Illinois State University

Magna Cum Laude

GPA (3.88/4.0)

Normal, Illinois

Languages

English (Fluent)

Bahasa Indonesia (Native)

Mandarin (Basic)

Awards

Harper's Student Juried Art Exhibition

ISU School of Art Scholarship

ISU Art Student Gallery Exhibition

Student Online Design Award (ODA)