



## CONTACT

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nicdoty.com

## ABOUT

As a designer, I am passionate about creating impactful, user-centered experiences that blend visual appeal with functionality. Valuing collaboration, quality, and clear communication, I approach each project as a chance to solve problems, deliver meaningful results, and make a positive impact through design.

## EDUCATION

**University of Illinois Urbana-Champaign**

BFA in Graphic Design

**Istituto Lorenzo de Medici**

## SKILLS

- Adobe Creative Suite
- Figma
- UX/UI Design
- HTML/CSS/Javascript
- Wireframing & Prototyping
- Information Architecture
- Typography & Color Theory
- User Experience Research
- Collaboration and Communication
- Attention to Detail

## AWARDS

- Lois Marie Orr Scholarship
- Illinois for Illinois (I4I) Study Abroad Scholarship
- College of Fine and Applied Arts Study Abroad Scholarship
- Exhibited Work at Museo degli Innocenti, Florence, Italy

## WORK EXPERIENCE

### Graphic Designer

**Beckman Institute for Advanced Science and Technology, August 2024 - present**

- Collaborated with researchers and faculty to design visually engaging materials that clearly communicated complex scientific concepts and data to both technical and non-technical audiences.
- Created multimedia content, including brochures, posters, and digital graphics, for internal and external marketing and communication efforts.
- Developed and maintained the institute's visual brand identity, ensuring consistency across all marketing materials, print and digital, to strengthen the institute's presence.

### Communications and Graphic Design Intern

**BMW Manufacturing Co., LLC, May 2024 - August 2024**

- Partnered with management and cross-functional teams to develop and execute communication strategies that aligned with corporate objectives.
- Designed visually compelling presentations for internal and external stakeholders, ensuring clarity and alignment with BMW's branding standards.
- Coordinated with communications departments across the USA to ensure alignment with corporate standards and maximize the use of existing channels.
- Worked closely with IT teams across North and South America (including Mexico, Brazil, Argentina, and Canada) to cater to regional requirements, ensuring consistent content distribution across the region.

### Marketing Design Intern

**Krannert Art Museum, September 2023 - January 2024**

- Managed the museum's social media accounts, creating engaging content, responding to inquiries, and analyzing performance metrics to drive engagement.
- Assisted in event promotion by planning, distributing materials, and documenting museum events to increase attendance and visibility.
- Supported website maintenance, ensuring up-to-date content and user-friendly navigation, while collaborating with museum staff to align marketing strategies with institutional goals.

### Graphic Design Intern

**University of Illinois Urbana-Champaign, May 2023 - January 2024**

- Worked closely with the Admissions team to design visually appealing marketing materials (both print and digital) to attract prospective students.
- Contributed to the enhancement and innovation of web pages for the admissions website, improving the user experience and visual appeal.
- Conducted research on design trends and competitor strategies to provide actionable insights for improving Admissions' visual communication.