



Nicole C. Bloss

Creative Director

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Advanced Design Experience

FEATUREFORM - San Francisco, CA

March 23 - Present

HEAD OF DESIGN - Founding Product Designer, UX/UI Design, Branding, Marketing Collateral & Brand Management

- Creative Direction - Product suite design, dashboards & brand evolution. Mascot design - *The Feature Creature*.
- Maximizing revenue by leveraging strategic multichannel design and a powerful branded presence

www.featureform.com

RAPID API - San Francisco, CA

December 18 - March 22

HEAD OF BRAND DESIGN - Founding Product Designer, UX/UI Design, Branding, Marketing Collateral & Brand Management

- Creative Direction - Product suite, Web design, and brand evolution. Design toolkit and brand standards documentation
- Driving revenue growth through strategic multichannel design and establishing a strong, impactful brand presence

www.rapidapi.com

STUDIO 6 CREATIVE - Oakland, CA

August 15 - Present

PRINCIPAL/CREATIVE DIRECTOR - Branding, Print Collateral, UX/UI Design, Illustration, Multichannel Design Strategy

- Burning Man Project - Black Rock City Map Design - Expertise in integrating complex data sets, aesthetics, design strategy, elements, and technique to model reality through cartography, effectively communicating intricate data visualizations
- San Francisco Pride - Theme development, key art design, environmental graphics, illustration, and corporate branding

www.ncbloss.com

WALMART LABS - San Bruno, CA

August 13 - June 15

SENIOR DESIGN LEAD - Responsive UX/UI Design, Illustration, Branding, Project Management

- Design lead and art direction for Walmart Grocery site evolution initiative
- Enhanced user experience and optimized performance for increased engagement and conversions

www.walmart.com

BANK OF AMERICA - San Francisco, CA

March 06 - August 13

SENIOR ART DIRECTOR - Online, Mobile, and Automated Teller Machine UX/UI Design

- Creative lead and strategic multichannel design for ATM, Online & Mobile Banking initiatives
- Led strategic and creative digital brand integration for the mergers of Countrywide Mortgage, US Trust, and Merrill Lynch

www.bankofamerica.com

Foundational Design Experience

MICROSOFT CORPORATION - Redmond, WA

SENIOR DESIGNER

HORNAL ANDERSON DESIGN WORKS - Seattle, WA

SENIOR DESIGNER

LANDOR ASSOCIATES - Seattle, WA

DESIGNER

PENTAGRAM DESIGN - San Francisco, CA

DESIGNER

Design Education & Educator Experience

ACADEMY OF ART UNIVERSITY - San Francisco, CA

- **BFA - GRAPHIC DESIGN**, 4.0 GPA with honors & distinction
- **GRAPHIC DESIGN INSTRUCTOR** - Graphic Design Department