



NICOLA HOUSEHOLDER

IS A GRAPHIC DESIGNER BASED IN PORTLAND SPECIALIZING
IN BRANDING, ILLUSTRATION, AND ENVIRONMENTALISM.

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EXPERIENCE

Nicola Householder (Portland, OR) • 2024-present

Freelance Graphic Designer and Illustrator

- Creating print and digital design and marketing pieces for clients in the sustainability, fine art, education, nonprofit, and food spaces.

3Degrees (Portland, OR) • 2019-2024

Sr. Graphic Designer, Graphic Designer

- Lead designer on key marketing pieces such as websites, emails, videos, one pagers, reports, social media posts, and conference banners to market sustainability consulting services to Fortune 500s
- Creating print and digital marketing assets including direct mail and emails for many of the country's top utility green power programs, and designing long-form RFPs to win their multimillion-dollar contracts
- Managing a graphic design intern, organizing office photoshoots, and art directing the company's first explainer animation
- Planning and hosting two years of monthly talks with sustainability speakers including Intersectional Environmentalist's Leah Thomas

bkr (San Francisco, CA) • 2017-2018

Graphic Designer, Jr. Graphic Designer

- Created email, social, and web marketing campaigns for retail & wholesale
- Designed print and digital pieces, including brochures, decks, and signage
- Laid out packaging design for water bottles and new beauty line
- Illustrated bottle sleeve graphics and prepared print files

WPIR Pratt Radio (Brooklyn, NY)

Promotional Director, Monitor, and DJ

2013 - 2017

- Grew listenership by creating show and live performance posters
- Managed marketing of radio shows and distributed event promos

San Francisco International Airport (San Francisco, CA)

Graphics & Wayfinding Intern

2014 - 2015

- Created cross-departmental print and digital materials for the airport
- Prepared files for print, approved proofs, and communicated status
- Designed clear, legible wayfinding signs following brand guidelines

EDUCATION

Pratt Institute (Brooklyn, NY)

Bachelor of Fine Arts, Communications Design - Graphic Design

Minor: History of Art and Design

Graduated May 2017 with Highest Honors

SELECTED CLIENTS

Imperfect Produce, Pacific Power, NW Natural, Funnelbox, Holly Andres, Lithia Motors, Freeform Portland

AWARDS & MEMBERSHIPS

Letterform Archive member

2021 - present

Pratt Design Show participant

2017

Charles Pratt Memorial Scholarship

2016

AIGA member

2015 - present

SKILLS AND PROGRAMS

Illustrator, Photoshop, InDesign, Figma, XD, After Effects, Premiere Pro, Audition, Audacity, Wordpress, Unbounce, Wix, Google Suite, Mailchimp, Constant Contact, SendGrid, Asana, Illustration, Motion Graphics, Silkscreen, Risograph Printing, Calligraphy, Copy Editing

VOLUNTEERING

3Degrees Sustainability Business Resource Group

Employee Engagement Specialist
2020 - 2022

Freeform Portland

DJ

2020 - 2022

San Francisco SPCA

Foster Kitten Parent

2017 - 2018

Farm Sanctuary

Shelter Intern

2017

References available upon request