

Nicole Smith

Graphic Designer

nicolesmithcreative.com

CONTACT INFORMATION

Phone: +1 978 877 3739

Email: nksmith401@gmail.com

Address: 44 Clarendon Ave,
Somerville MA 02144

Social: [Linkedin.com/in/nksmith401/](https://www.linkedin.com/in/nksmith401/)

Graphic designer with 7 years of experience creating impactful, visually compelling work, primarily in the real estate investment space. Skilled in executive presentations, branding, identity and cross-functional collaboration to deliver clear, consistent visuals for both internal and client-facing needs. Known for thriving in fast-paced settings, with strong attention to detail and a passion for improving company culture and education.

B.A (DEG)

BA in Graphic Design
Columbia College Chicago / Southern New Hampshire University

2012 - 2017

CERTIFICATIONS

May 2025 — **AI for Visual Design**
Online Course

COMMITTEES & LEADERSHIP

Head of AEW Women's Network

- Organized women's networking events across Boston's PE real estate community
- Collaborated with the DEI Steering Committee on firm-wide inclusion efforts including planning and execution of firm-wide speaker event featuring author Fran Hauser

Educate & Develop Committee Member

- Reimplemented Firm-wide orientation program for new hires
- Launched Firm-wide Lunch and Learn series

TOOLS & SKILLSET

ADOBE CREATIVE SUITE	
POWERPOINT	
CANVA	
FIGMA	

	Level
PRESENTATIONS	→ 95%
INFOGRAPHICS	→ 90%
BRANDING	→ 85%
AI GENERATED DESIGN	→ 85%
EMAIL MARKETING	→ 80%

WORK EXPERIENCE

JULY 2018 - CURRENT

Assistant Vice President, Marketing and Design AEW Capital Management

- Designed high-impact presentations for PE real estate funds, translating complex financial data and investment strategies into visually compelling narratives to support client communications
- Partnered with senior leadership and an external marketing agency to execute a global firm rebrand, aligning visual identity and messaging across all platforms
- Conceptualized and designed collateral for the firm's Annual Conference, including signage, presentations, and digital assets, ensuring a cohesive and professional visual identity
- Researched, selected, and implemented a project management tool, streamlining workflows and improving efficiency for the design team
- Designed impactful research reports, quarterly updates, and print marketing materials for client engagement and broad industry distribution
- Created cohesive branding for the firm's Community Giving Program, enhancing visibility and reinforcing corporate social responsibility initiatives

MARCH 2025

Freelance Graphic Designer Fit Scene Boston

- Designed a distinctive logo for a rising Boston-centric fitness brand, contributing to the core of brand's identity
- Provided expert consultation on branding strategy and website design to enhance user experience and brand presence

AUGUST 2023 - CURRENT

Front Desk Staff Soulcycle

- Demonstrated multitasking abilities in a high-demand, fast-paced setting while maintaining attention to detail
- Collaborated with team members to support seamless studio operations and enhance overall client experience