



# NICOLE SMITH

Graphic Designer with 7+ years of experience turning complex ideas into clean, branded visuals across real estate, finance, and lifestyle sectors. Delivers high-impact work that supports business goals and builds trust with executive and client audiences. Offers proven expertise in executive presentations, branding systems, collaborative design and AI integration.

+1 978-877-3739

nksmith401@gmail.com

nicolesmithcreative.com

Relocating from  
Boston, MA → New York, NY

## Education

### BA in Graphic Design

Columbia College Chicago

2012–2014

transferred to

Southern New Hampshire University

2014–2017

## Certifications

### AI for Visual Design

Designlab

May 2025 – June 2025

## Tools and Platforms

- Adobe Creative Suite (Illustrator, InDesign, Photoshop, Premiere Pro)
- Figma
- Powerpoint
- Canva
- AI Design Tools
- Project Management Platforms

## References

### Becca Plasse

Manager / Soulcycle

Phone: +1 413-335-4513

Email: rebecca.plasse@soul-cycle.com

### Emily Margolis

Former Director at AEW

WIRE Board Member

Phone: +1 617-372-5558

Email: emily.margolis@affiniuscapital.com

## WORK EXPERIENCE

### ASSISTANT VICE PRESIDENT, MARKETING AND DESIGN

AEW Capital Management

2018 – Current

- Led design of high-impact presentations for PE real estate funds, distilling complex data into visually compelling narratives for institutional clients.
- Led global rebrand in partnership with leadership and agency, unifying firm-wide messaging and visual identity.
- Designed full collateral suite for Annual Conference including signage, presentations, and digital assets, ensuring a unified brand experience.
- Completed AI for Visual Design course and am currently implementing AI design tools into team workflow to enhance productivity and creative output.
- Developed branding for Community Giving Program, increasing CSR visibility and engagement.
- Implemented project management tool to streamline workflows and improve design team productivity.
- Designed investor materials including research reports and quarterly updates for wide distribution.

### FREELANCE GRAPHIC DESIGNER

Fit Scene Boston

February – March 2025

- Developed brand identity and logo for Boston-based fitness brand with scalable AI-generated assets to streamline branding.
- Consulted on user experience and website flow for improved customer engagement.

WIRE (Women in Real Estate) Boston

2019–2024

- Designed invitations and event materials supporting networking events, property tours, fitness classes, and development workshops.
- Collaborated with private equity real estate leaders to ensure seamless event execution and cohesive visual assets.

## LEADERSHIP & COMMITTEES

Head of AEW Women's Network

2020 – Current

- Produced networking events across Boston's private equity real estate space.
- Partnered with Leadership Committee to launch a firm-wide speaker series featuring author Fran Hauser.

AEW Educate and Develop Committee

2023 – Current

- Relaunched new hire orientation program.
- Initiated firm-wide "Lunch & Learn" professional development series.