

# NINA ROMANS

A multidisciplinary designer specializing in graphic design, digital design and user experience.  
Pursuing digital design and/or user experience roles in the technology or consumer sectors.

## CONTACT

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*website:*

**NINAROMANS.COM**

*instagram:*

**@NINAROMANSDESIGN**

## EDUCATION

**UNIVERSITY OF CALIFORNIA, LOS ANGELES**

LOS ANGELES, CA

College of Arts and Architecture  
Design | Media Arts

**CENTRAL SAINT MARTIN**

LONDON, UK

Courses in: Web Design for the Internet and Brand Identity

**SACRED HEART PREPARATORY**

ATHERTON, CA

## SKILLS

### ADOBE CREATIVE SUITE

Photoshop  
Illustrator  
InDesign  
AfterEffects

### WEB DESIGN

Adobe XD, Sketch, Shopify,  
WordPress, Squarespace  
User Experience Design

### WEB DEVELOPMENT

HTML, CSS

### ILLUSTRATION

### EMAIL MARKETING

Mailchimp  
Klaviyo

### DETAIL-ORIENTED

### DESIGN PRINCIPLES

### GOOGLE SUITE

### MICROSOFT OFFICE SUITE

### ASANA, BASECAMP

## EXPERIENCE

### DIGITAL DESIGNER

*at The Little Market | March 2018 - Present*

Primary Digital Designer at The Little Market, a growing nonprofit e-commerce company dedicated to creating sustainable job opportunities for women in marginalized communities.

- Partner with all departments to ideate and execute all digital needs including pitch decks, event collateral, product development, larger campaigns, social and paid media assets, etc.
- Design custom shoppable experiences to improve UX.
- Produce daily web assets optimized for use across multiple devices.
- Collaborate with marketing team to execute three marketing emails per week for our listserv of 143k+.
- Review analytics to inform best practices for marketing and web designs; present findings to the team bi-monthly.
- Continually implement and monitor re-marketing email flows to existing customers.

### VISUAL DESIGNER

*at Brand Knew | 2017 - 2018*

Hired as Visual Designer after success as Design Intern at brand and marketing agency.

- Collaborate with marketing, design and development teams to create social, marketing and web assets for a variety of clients including YouTube, E! Entertainment and Stand Up To Cancer.
- Designed within a number of established brand identities and maintained consistency across all work, while also finding ways to expand thoughtfully and intentionally.
- Delivered high quality designs on tight timelines while balancing numerous simultaneous projects.
- Projects ranged from weekly marketing and social assets to brand identity and web.

### FREELANCE DESIGNER

*at Nina Romans Design | 2015 - 2018*

Created brand identity, logos, and websites for boutique brands and clients in Los Angeles.

- **EN BLANC:** Designed brand identity. Designed website and oversaw development. Web design led to an Adobe promotional video featuring my work.
- **BOXFOX:** Design custom cards and collateral to be included in seasonal gift boxes for this fast-growing Los Angeles based startup.
- **SIEMPRE GOLDEN:** Coached CEO through brand development; created logos, patterns, and prints for 3 swimsuits in the 2017 collection.

### GRAPHIC + PRINT DESIGNER

*at Bruin Media Group | 2015 - 2018*

Produced print, online, outdoor, and mobile advertisements for the daily student newspaper with a circulation of 20,000 copies per week/day. Iterated with the ad sales team to provide a pixel-perfect product and ensured efficient file delivery to print team.

### BRAND + WEB DESIGNER

*at Love Detailed | 2014 - 2016*

Promoted to Head Designer after success as an Intern at this boutique digital marketing agency. Communicated directly with 15+ clients on a range of projects including marketing, brand identity and design.